

NEW HAMPSHIRE  
JUL 25 1898  
**PRINTERS' INK.**  
A JOURNAL FOR ADVERTISERS  
GEO. F. ROWELL & CO. Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXIV.

NEW YORK, JULY 20, 1898.

No. 3.

THE

PHILADELPHIA

RECORD

## COMMENT UNNECESSARY.

### "The Record's" Mail Circulation.

Figures compiled at the Post-Office Department in Washington show that THE RECORD led the newspapers of Philadelphia in the amount of money paid in bulk, at pound rates, for postage upon mail circulation during the year ended December 31, 1897.

The amount paid by THE RECORD for postage upon its mail circulation during the year 1897 was \$13,723.78. The amount paid by four of its morning contemporaries during the year 1897 aggregated \$18,607.87.

During the first quarter of the current year, ended March 31, 1898, the amount paid by THE RECORD for postage upon its mail circulation was \$4,060.78. The amount paid by four of its morning contemporaries during the same quarter aggregated \$5,267.05.

While the figures for the first quarter of the present year show a gratifying increase over the figures of the corresponding period last year, the increase for the quarter ending June 30 next will undoubtedly be much larger. In supplying the demand created by the war excitement, THE RECORD has led all its contemporaries.

*Editorial from "The Record," June 9, 1898.*

Mention PRINTERS' INK and receive in return one of our agate type measures.

THE

PHILADELPHIA

RECORD

# Six Million Readers

Twelve  
United  
States  
Mail  
Cars  
Required  
to  
Move  
a  
Single  
Issue  
of



Over  
Sixty  
One  
Thousand  
Post  
Offices  
Regularly  
Reached  
Each  
Month  
by

COMFORT

## COMFORT

THE KEY TO

**A Million and a Quarter Homes**

COMFORT

*It has the largest sworn circulation of any publication of any kind, anywhere.*

For rates and any further information regarding circulation, scope, etc., apply to any advertising agency or to

**W. H. GANNETT, Publisher,**

**AUGUSTA, MAINE.**

**Boston:**  
John Hancock Building.

**New York:**  
Tribune Building.

**Chicago:**  
Marquette Building.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXIV.

NEW YORK, JULY 20, 1898.

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## ADVERTISING BY EXHIBIT.

Advertising by exhibit is excellent advertising. It is advertising reduced to first principles. If well done, it can not fail to be profitable. The object lesson is the lesson easiest learned and longest remembered. Instead of pictures and descriptions, it presents the article itself. It makes its appeal directly to the senses. An exhibit at a fair or exposition, where the presence of a large number is certain, is generally worth much more than it costs. It brings the advertiser face to face with the people to whom he wants to sell. The minds of these people are in a receptive attitude. They have come to see and to learn. There could be no better time to attract and hold their attention.

Food show advertising is very effective. It is surprising to see how people flock to food shows, and how eager they are to see and to taste and to secure samples to take home with them. These people are not actuated by idle curiosity; neither do they go because they are hungry, or because they expect to collect enough gimcracks to coldly furnish forth a luncheon table. They are women whose constant study is to provide something new or something exceptionally good to tempt the appetites of their families. They expect the food show to furnish them with a lot of information—with enough pointers to enable them to give the family something new for weeks. That this is a great opportunity for the man who has invented something new to eat goes without saying.

There is one thing that the man who advertises by exhibit, by demonstration or by giving away samples should be very careful to avoid. He should never yield to the temptation to distribute samples that are even a little bit better than his goods will average. The effect of a great deal of this sort of advertising is totally nullified by

this prevalent practice. It is quite natural to want to put your best foot forward, but sometimes it's bad policy. Suppose that you are introducing a new cracker. You give away a ton or so at a food show in Hackensack. They are just the very best crackers you know how to make—a good bit better than your crackers will average. The women of Hackensack unanimously conclude that your crackers are the very best crackers that ever came out of a cracker. They besiege the grocers of Hackensack for your crackers. If they don't sell them, they've simply got to get them. So far, so good—your advertising is having the effect you wanted to produce. But when they get the crackers, the women find that they aren't up to the high standard the samples set. That will be your finish in Hackensack.

The crackers may be good. They may be better crackers than anybody else can sell for the same money, but that makes no difference. The women feel that you have deceived them, and they'll abuse you and your crackers until doomsday.

Of course, every exhibit should be as tasteful and attractive as possible. No pains nor expense should be spared to draw people's attention, to please them, and to make a favorable impression upon them. When samples are served or handed out, great care should be taken to do it in a pleasing manner. This is one way of putting your best foot forward that will have only good results. But putting your big apples at the top of the barrel, so to speak, will do you harm.

An absolute essential to effective advertising by exhibit is good literature. Every person who pauses to look, to taste, or to get a sample, should carry away some advertising matter. It is a bad plan to have this matter in more than one piece. A man will take one piece of advertising and carry it away with him; but he thinks it's altogether too much to expect him to accept sev-

eral. If he does take them, the chances are he will throw them away. A booklet is the best thing. In a booklet you are able to tell a whole lot about your goods in very small compass. A good booklet is apt to be kept and carried home. Make your booklet short. Say what you have to say in as few words as possible, and use short, simple words. Have it printed in large, clear type, and use plenty of pretty pictures to help carry the reader along to the end. Don't be afraid of spending money on the cover. A handsome cover design in colors will double the effectiveness of the booklet—twice as many people will keep it and read it.

Exhibit advertising is an entering wedge—an introduction—and should be considered only as such. It is a very hard matter to get people to try a new thing. People are wedded to their old crackers. Your new cracker, by the usual advertising methods, would have to be advertised a long time before you could get people to try it. "The old crackers were good enough for mother, and they're good enough for us. We strongly suspect that your new-fangled crackers are a delusion and a snare." But when we find them at the food show we are perfectly willing to try them. It doesn't cost anything, and, besides, that's what we came for. If we find that they are good, we buy them the next time the cracker jar runs dry. We tell Mrs. Brown and Mrs. Jones and Mrs. Robinson about them. Lots of other women who went to the food show do the same thing, and the result is that in a very short time, and at a comparatively small cost, your crackers have obtained an excellent foothold in our community.

But there are breakers ahead. Other people are after our cracker trade. You won't be allowed to hold your position without fighting for it. Your entering wedge was a good thing, but your task is not ended. By good advertising by means of posters, circulars and newspaper space you must keep pegging away at the fact that your crackers are better than anybody's crackers, or you'll soon make the unpleasant discovery that your advantage was only a temporary one.

Advertising by exhibit stands, chronologically speaking, at the head of the line. But it is only one of the auxiliary branches of the great art of good advertising.—*The Billboard*.

#### THE PHYSICIAN'S INFLUENCE.

Reports from druggists indicate the power that is exerted by physicians on the sale of certain proprietary articles. In the portions of this city from which these reports were secured Malted Milk, for instance, has four or five times as great a sale as Mellin's Food. Yet Malted Milk has not been advertised generally. The secret is that its proprietors have been very industriously at work among the physicians, giving them free all of the product they can use. The Colorado Lithia Water people have been trying the same plan, in this city at least, but have not been able to cope with the generous advertising done by Buffalo Lithia and Londonderry, both of which are given freely to physicians. However, the favor of the physician who can be bought up in this manner is short-lived, and he is likely at any time to shift his indorsement over to another product for various reasons. The only safe plan for the manufacturer who is now enjoying such favor is to clinch the favor of the public by advertising generously, taking precaution first if possible to get written indorsements from the physicians who now indorse his product. This is an opportunity they should not neglect while the time is ripe.—*Advertising Experience*.

#### A MYSTERY FOR SHERLOCK HOLMES.

Now that the Post-Office Department has abolished the use of newspaper and periodical stamps, the curious would like to know what purpose was ever served by these stamps.—*Newspaperdom*.

#### "A MASTER OF ARTS."



From the Original Painting,  
in the possession of P. & J. ARNOLD.

A CORRESPONDENT of PRINTERS' INK sends the announcement here reproduced, and says:

Can any one call this a good advertisement? Will it induce anybody to buy or even to remember Arnold's inks? Of what interest is it to the busy public that the original drawing is in the possession of P. & J. Arnold? Of all the advertisements of the month, I think this is the worst.



## FOR RETAILERS.

Messrs. Michaels, Stern & Co., of Rochester, N. Y., manufacturers of clothing, issue a beautiful book concerning their wares. This brochure, written by Mr. Samuel Knopf, of 377 Broadway, New York, contains a mass of good advice to retailers concerning advertising, which the Little School-master takes pleasure in appropriating and reproducing here:

The idea that has obtained among retailers is that newspaper advertising, being expensive, is beyond the reach of any but large houses.

No great business can be built up without newspaper advertising, and no great business can be built up without honest advertising; and no great business has ever been built up by immense advertising from the beginning; they have always started with small advertisements and increased their space as their business justified it.

Stripped of all the mystery with which advertisement writing charlatans are wont to cloud the minds of their present and prospective customers, advertising in the newspapers, pure and simple, is simply talking to as many people as the medium selected has circulation.

If a man came in your store and looked at a suit of clothes simply from curiosity, would you start in by telling him a funny story first, or would you show him such goods as you thought he might be interested in and sensibly talk about their merits? After your acquaintance has begotten a mutual confidence, you can take some privileges in your conversation which are absolutely forbidden as between strangers. So 'tis with advertising. When you begin, talk strictly business.

There are three cardinal points in an advertisement. First, state plainly what you have to sell; second, what the price is; and third, where it may be bought. Each of these features should be equally prominent in the make-up of any advertisement.

When a man is anxious to make new acquaintances whom he hopes in time to make his friends, and is introduced to these people by a mutual friend who has excellent standing in the community (your newspaper), in order to continually obtain any attention at their hands, he must establish a reputation with them, first that what he has to say is worth listening to, and second, that his utterances are unmistakably true. The plausible talker may interest a lot of people for some time, but unless his statements are borne out by facts he will soon find himself talking to empty air.

The greatest danger that advertisers must avoid is the tendency to exaggeration. Never advertise at all unless you have something to say, and when you have anything to say, say it clearly, tersely and honestly.

The most difficult line of goods to advertise certainly is clothing. There is a monotony about clothing that limits the capabilities of even an expert advertiser. The styles of suits, overcoats, etc., vary so little that illustrations simply as fashion plates can be used only to a very limited degree. It is for this reason that some of the best advertisers depart entirely from the fashion plate idea and use simply bright, sketchy drawings.

If you are advertising a coat and waistcoat made, for instance, of llama thibet, it will add much to the value of the advertisement if you briefly describe the fabric and explain why it is better and more stylish than, let us say, a clay diagonal. Interesting and apropos information

in advertisements is better than "funnyisms" or oddities of phraseology. It is well, however, to avoid any technical detail in an advertisement, except perhaps such terms as the public may be thoroughly familiar with, but neither should the advertiser run to the other extreme and eliminate all description.

Catalogue advertising is an excellent means of bringing to your house an out-of-town or mail-order business. Your little brochure should embody the best in the way of typographical art. The illustrations, if you use any, should portray the latest and best fashions in a thoroughly artistic manner. The descriptive matter should tersely and intelligently describe. The preparation of such a little book should be in the hands of one possessing not only the ability to write the matter as it should be done, but who can judge of the illustration, typography, paper and all that goes to make up an attractive up-to-date retailer's catalogue. The list of names to which to mail such a book should be procured from the county tax office.

When preparing your advertising for the papers, stop and think what is in demand. Never try and push goods for which there is no demand, simply because you have them. Push them in the store if you want to, by prices and attractive arrangement on the counters. There is another thing you should avoid, and that is, advertising ordinary values. The consumer takes it for granted that the price of a shirt, for instance, is \$1 or \$1.50, and that he can get it anywhere at that price. You have got to hold out some inducements to make it worth while for him to go out of his way or leave his regular furnisher.

The class of people who answer advertisements do so for one or two reasons; either because you have a reputation for carrying the best goods and most correct styles, or because you are known to offer continuously or periodically great bargains. It is for you to decide the policy you will adopt, but whichever you do adopt, stick to it. Never vary; there is nothing so bad for your business.

Experience has shown us that it never pays to sell an article unless it is of the best quality. You may be able to induce customers to come to your store by advertising low prices and buy the goods advertised even, but when the goods are wearing out they will leave no memory of what they cost. The only thing that will stick in the mind of the purchaser will be the fact that the article was not good, and he will not be likely to answer your advertisements again.

Make your plans slowly and systematically, and when they are completed stick to them. Decide how much money you want to spend, how much you can afford to spend. Think this over carefully, and do not be too extravagant. Remember that there are other expenses besides advertising. Your bill for advertising should not be above five per cent of your business. If it costs more than that, you can make up your mind that your advertising is not as effective as it should be, or you are spending money that should remain with you. After you have decided on your method and plan for advertising, do not let any "smart Alec," who happens to think he knows something about it, try to advise you. There are so many men traveling around the country who know more about your business than you do. Unless you can do enough business to afford an expert advertising man at a good salary, you had very much better attend to your own advertising.

Do not handle goods that you can not tell all about. Do not handle questionable goods, for it is only a waste of money, and finally remember that, if you will take all the money you spend in a year in the "schemes" and "ideas" and put it into the newspaper, you will get good returns.

Remember that big space taken in newspapers, unless filled with good material, is waste of money. It is not the space that counts, but how you use it, just the same as getting people into your store does not count if you can not make customers of them.

If you are situated in a small town where space in newspapers is cheap, it is probably better for you to take a large space once or twice a week rather than spend the same amount in a smaller space daily. But do not, under any circumstances, think your work is done after you have bought the space. Fill that space with matter that is not only attractive but reflects the styles and exceptional value of the merchandise you have to offer. Do not think your whole duty done when you have ordered printed in large type the fact that you will sell an overcoat worth \$25 for \$12. Very few people will believe that you are telling the truth, and those who come to your store will not only go away disappointed, but you will be out of money spent on the advertisement into the bargain. If there is any prestige worth having attached to your name in your city, the public will read your advertisements, but only so long as you make them interesting stories which repay investigation. You must make your advertising read easily. Look at the things you want to describe and talk from your own point of view, but neither in a prosy nor an abrupt manner, but sharp, clear and entertaining. No rule can be given that will cover every individual case, but no one can go far wrong who will bear in mind the few principles here laid down.

Every business must be governed according to its individual needs and every advertisement must be written to suit its own business.

When planning your advertising for the day, week or month always take into consideration your windows and make your plans for both newspaper space and windows at the same time. Each should always be in harmony with the other. Consult your window dresser or hand him a synopsis of your advertising plan some little time ahead so that he have time to prepare accordingly.

If you have made your purchases wisely and are satisfied with your selection you will be enthusiastic about it. Put it in print and in still into your advertisements as much of your own confidence and enthusiasm as it is possible to put in cold type. You can make the public feel it, if you do it with the right spirit, and they will respond.

#### TYPE SIZES.

It has been customary in some printing offices to designate the sizes of type by numbers instead of names, but in the majority of cases the latter custom obtains. It would simplify matters for all concerned if advertisers and printers both were to adopt a uniform practice of referring to types by their recognized size number instead of the names commonly given them. Below we give the name and the number used to represent the size:

Pica—12 point. Brevier—8 point.  
Small Pica—11 point. Minion—7 point.  
Long Primer—10 point. Nonpareil—6 point.  
Bourgeois—9 point. Agate—5 1-2 point.  
Pearl—5 point.  
—Art in Advertising.

No door is thick enough to keep out the newspaper and its advertising; no chamber is too remote, or too quiet, for the favorite family paper; no surveillance is so strict but the newspaper is admitted; and it brings its message of wars and rumors of wars; of elections, accidents, marriages, births and deaths—and advertisements.—*Lynn (Mass.) Item.*

#### THE PASSING ALMANAC.

Mr. Roy L. McCardell, in a recent number of *Vim*, humorously notes the decadence of the patent medicine almanac. Both the pictures and the letterpress that follow are taken from Mr. McCardell's article:

"I shall always hold the 'great' Sunday papers responsible. Other causes may be given, but to my mind it will always be the 'colored supplement' that put the quietus on the patent medicine almanac (for so many years the staple literature in thousands of rural homes) and the



MR. HOSTETTER'S MEDICAL KNOWLEDGE WITH AN ALMANAC.

Yellow Kid that supplanted the dissected man in the popular favor. Who cares for Mr. Hostetter's famous almanac nowadays? Is there a sigh of regret that Mr. Sarsaparilla Ayer's compendium of wit, wisdom and snatched from the grave testimonials is no longer in demand in the provincial drug store? The Sunday paper did it. Time was when no home was complete without the old-fashioned almanac, the paper-bound almanac, the oft-perused almanac that hung on the wall.

"It was a very cyclopedia of fact and information, and the veneration for all the wondrous wisdom that lay between its fly-specked covers was only overshadowed by the awe cast by the Patent Office Reports that lay on the center table in the parlor. The almanac told the phases of the moon, the best time to sow and reap, and prognosticated the weather, day by day and week by week and month by month ahead, rushing in where local forecasters feared to tread. The good old jokes it contained were read aloud on rainy nights amid the guff-gaws of the assembled family. For everybody knew just where to laugh. And the consensus of opinion was 'that there almanac do beat all.' There were some who preferred Mr. Hostetter's almanac, and some who preferred Mr. Ayer's. Some swore by one and some swore by the other, while real knowing people abided by the fact, fancy and garnered knowledge of them both.

"But where are the almanacs now? Who cares for them? The colored supplement has done its deadliest work. Older jokes than even Mr. Hostetter or Mr. Ayer could remember, uglier pictures than even the portrait of the partly dissected gentleman, more horrible diseases, it is no wonder we were weaned away from the old-fashioned almanac that hung on the wall."



MR. AYER'S DISSECTED MAN.

#### STAMPS ON SAMPLES.

The Collector of Internal Revenue at New York has received many inquiries during the last few days from manufacturers of proprietary medicines as to whether samples, obviously put up for gratuitous distribution and intended for advertisement, would be required to be stamped by the manufacturers. He received the following from Washington:

"Samples of all articles mentioned in schedule B, act of June 13, 1808 (referring to proprietary medicines), intended for consumption by gratuitous distribution or otherwise, are liable to stamp tax according to the retail price or value of such samples, on and after July 1, 1808."—*National Advertiser.*

A THOROUGHLY thought-out and matured plan is necessary to all successful advertising.



**If** YOU WISH  
TO **Advertise**  
**Anything**  
**Anywhere**  
AT **Any time,**

WRITE TO

THE GEO. P. ROWELL ADVERTISING CO  
No. 10 Spruce St., New York.



## FROM THE CASE TO CONGRESS.

At twelve years of age Amos J. Cummings was setting type in the office of his minister-father, editor of the *Christian Palladium* and the *Christian Messenger*. From his parents he doubtless derived much of his sturdy straightforwardness. He was born in Conkling, Broome County, New York, May 15, 1841. During the four years spent as compositor in the Southern and Western States, he was preparing for his editorial career. In 1857, while at Mobile, he joined the famous Walker Expedition and was captured, but soon released. While compositor on the New York *Tribune*, he left the "stick" to take the sword. He gained a medal of honor for gallantry at Fredericksburg; he was sergeant-major of the Twenty-sixth New Jersey Volunteers. In 1863 he was mobbed at the *Tribune* office.

Just after Christmas, in 1864, he was placed in charge of the *Weekly Tribune*. After serving nearly two years on the weekly, he became night editor, and afterwards city editor and political editor of the daily edition of the *Tribune*. He had charge of the political department of the paper during the first Grant campaign.

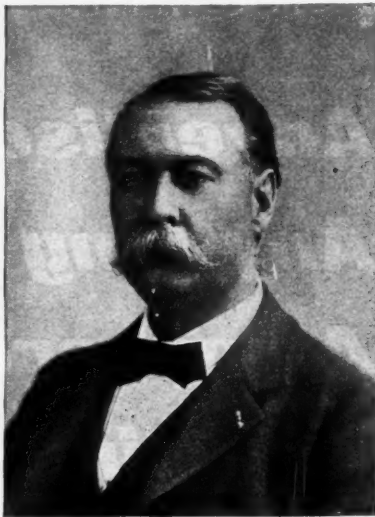
In 1869 he became managing editor of the *Sun*, which was then almost an unknown enterprise, its circulation being very small and its influence relatively limited. Mr. Cummings inspired it with new life, imparting to it that character of spiciness, liveliness, pleasantry and humor, which gave it its great success. For four years he

labored as no managing editor ever before or since labored, and acquired a reputation for himself second to that of no other journalist in the country. His letters as "Ziska," from Colorado, Utah, Nevada and California, and his "Florida Letters," were widely read. In 1876 he became editor of the New York *Express*.

In the fall of 1886 he was elected to congress. On March 17, following, he became the editor of the *Evening Sun*. Here he remained until the opening of congress in December. The *Evening Sun*, under his administration, became one of the leading evening newspapers in the city of New York.

He declined a renomination for Congress in 1888, but in the fall of 1889 was elected to fill the vacancy caused by the death of "Sunset" Cox that year.

In all his Congressional career, Mr. Cummings has been noted for his devotion to the cause of labor, and his earnest support of all measures brought before the House in the interest of



AMOS J. CUMMINGS.

workingmen.—*Success*, New York City, July, 1893.

## DEPARTMENT STORE METHODS.

I believe that almost every retail advertiser would do well to study department store methods. The department stores are the people who are doing the business of the country today. They are bound to increase their business and to increase in numbers. The methods they employ are successful methods. The advertising they do is generally successful advertising. Comparatively few department stores fail in business. Advertising is the thing that makes them possible—it is the thing that makes them successful. They are the most liberal advertisers in the country. Take any town where there is a department store, and it is pretty sure to transpire that the department store is the largest local advertiser.—*Men's Wear*.

# THE NEW YORK TIMES

**Saturday—REVIEW OF BOOKS AND ART.**

Sixteen page Supplement.

**Sunday—ILLUSTRATED MAGAZINE.**

Sixteen page Supplement.

**Monday—WEEKLY FINANCIAL REVIEW AND  
QUOTATION SUPPLEMENT.**

Eight pages.

And

**“All the news that's fit to print”  
Every Day.**

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## SPECIMEN STATEMENTS OF NEWSDEALERS.

NEWSDEALER BARQUET.

Richmond Hill, L. I.

“During the past three months **THE NEW YORK TIMES** sold better than it did in three years before. My order has more than doubled. I shall have to increase my Sunday order.”

LONG ISLAND NEWS STORE,

Jamaica, L. I.

“I must say that during the past three months there is more demand for **THE TIMES** than ever before in my experience as a newsdealer.”

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# THE NEW YORK TIMES

**“All the news that's fit to print.”**

# Prompt Success.

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*The Fourth Estate, N. Y., says :*

"The New York *Commercial Advertiser* has inaugurated a series of illustrated supplements that have attracted wide public attention to this progressive family newspaper. Last Saturday's issue contained a double-paged picture of the battleship Iowa, which for accuracy of detail and perfection in drawing has not been equaled in any of the daily or weekly newspapers.

"The front page was taken up with an excellent picture of Lieutenant-Colonel Roosevelt, mounted on a spirited horse. The two inside pages were devoted to a vivid, stirring account of the battle of San Juan, written by an officer of the Iowa, with illustrations.

"So great was the popularity of this issue that the edition was exhausted and a supplementary edition had to be printed."

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## The ..Commercial.. Advertiser

Published Every Afternoon Except Sunday.

29 Park Row, New York.

## COLLAR ADVERTISING.

By Harold W. Cole.

Publishers and advertising managers may not be aware that, by a recent combination of most of the shirt and collar manufacturers of the country, they will lose several very large advertisers. Cluett, Coon & Co., Wilbur Shirt and Collar Co., Earl & Wilson, the United Shirt and Collar Co. and others are known to all readers of the advertising pages of the better class of magazines. As a result of recent negotiations, these and other firms are to be united under one corporate head; and, as a result, where there were eight or ten firms, each advertising its own business, now one company will direct the public's attention to the new designs in shirts and collars. Inasmuch as the larger firms have in the past spent from \$10,000 to \$25,000 each per year, the loss to the magazines and trade papers will be over \$100,000; for, while the new company will advertise, it is not now supposed that it will spend more than was formerly expended by any one of the firms.

Within the last five or six years collar manufacturers have been forced into advertising by close competition, and from very conservative beginnings have grown to be liberal patrons of magazines and newspapers. As the advertising by each company now engaged in the war for publicity is very similar, perhaps the following talk with Mr. Harvey Wilbur, of the Wilbur Shirt and Collar Co., of Troy, will illustrate the methods pursued:

Reporter: How long has your firm advertised, Mr. Wilbur?

Mr. Wilbur: About five years ago our firm began to advertise some in a systematic manner as a means of creating a demand for our goods. We had great difficulty in persuading retailers to handle our goods, because the people were making no special demand for them. Retailers did not want the stock till it was being asked for by the public, so our first efforts were bent toward inducing men to go to their furnishing stores and ask to see our goods particularly.

R.: How did you go about the work of interesting the public?

Mr. W.: We put a quarter-page ad in the leading magazines, such as *Scribner's*, *Cosmopolitan* and others, and in the trade papers, stating a few good points about our goods and of-

fering to send collars, postpaid on receipt of the retail price, to any part of the country.

R.: Then you inaugurated a mail order business, as it were?

Mr. W.: Yes, that was our idea for the time being. We did that to get men to try our goods, being perfectly confident that, as they were of the best materials and right in style and finish, if we could start a man wearing them he would keep on and would ask his furnisher to supply him. The plan worked to perfection. We received orders far beyond our highest expectations. Through the trade papers meanwhile we were endeavoring to get at the retailers; and as the demand on them resulting from our magazine ads began to be felt then, we soon had no lack of agents and stores willing and even anxious to carry a full line of our goods.

R.: When these orders came in, did you begin to cut down your ads?

Mr. W.: On the contrary, we steadily increased our list of magazines and devoted more time and attention than before to the preparation of advertising matter. We were thoroughly convinced from our first success that the only way we could hope to keep the trade we had obtained by advertising, and to get more of it, was by a still more liberal use of advertising media. We have kept up that policy, confining ourselves for the most part to the magazines and trade papers. The dailies we used did not seem to be as satisfactory for our goods as the magazines, and now we are doing little or nothing with them. On the other hand, we have of late taken full pages in several of the magazines, as in the *Cosmopolitan* for May, with excellent results. Along with our advertising we have been wide awake to improve our goods. We inaugurated the high standing collar styles and have been alive to everything that could suggest a change for the better in our styles.

R.: How large a field do you try to cover, Mr. Wilbur?

Mr. W.: Well, we have never made any especial efforts to do business outside of the United States, but we have tried to interest as many men of this country as possible, and we believe that the list of papers we are using now comes pretty near to reaching all parts of the country.

R.: If it is a fair question, how much money do you expend annually?

Mr. W.: Well, the sum has varied and been increased or diminished as we thought business demanded. We have never made any certain appropriation for this purpose, but have spent what was needed to accomplish what we had in view. We have spent as high as \$10,000, but I would not say that we intend to spend that amount each year, or that we would not go above that sum if the occasion seemed to warrant it.

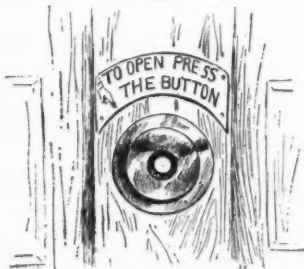
#### IN GRAND RAPIDS.

The editor of the Sault Ste. Marie *News* writes in his paper as follows: The Grand Rapids *Press*, of which C. S. Burch is the capable manager, is carrying on a work of pure philanthropy. The *Press* is taking the boys of Grand Rapids, especially the newsboys, in the plastic age and running them through a mold that shapes them for manliness and citizenship. About a thousand boys are under the wings of the *Press*, and their family name is the Newsboys' Association. Every Sunday, in a roomy auditorium built by the *Press*, and well furnished and staged, a "Happy Hours" meeting is held from 4 to 6 o'clock. At these meetings the boys are taught morals and patriotism, and are entertained by an elevating programme. The meeting is opened with the Lord's Prayer, repeated in unison, led by Mr. Burch, who is a shining example of proper life to the boys. After the prayer a patriotic song is sung by all. The newsboys' own band plays stirring airs as the stage curtain rolls up and Old Glory floats gradually and gracefully to the center of the stage, where its folds form a centerpiece, to either side of which a newsboy marches, erect and proud, uniformed as a soldier and carrying a gun, emblematic of the nation's strength. After this introduction, the programme of the afternoon is entered upon. At a recent "Happy Hours" Congressman Wm. Alden Smith spoke to the boys. The boys knew that he had sprung from their midst, and that his heart beat in sympathy with them. He told them that he intended soon to remember them by appointing some boy from their association, whom they should select, to either West Point or Annapolis. Then he beat the snare drum, and the boys' throats seemed to split as they yelled their approval. After Mr. Smith, a good woman who had volunteered whistled two solos. Then another woman recited two selections, and was followed by a gentleman who had just returned from the Klondike, who told the boys about that region. At a previous meeting Attorney General Maynard told the boys how the college athletes trained for the football games by not drinking or smoking or keeping late hours, in order that the honor of Yale or Harvard might be sustained. In addition to organizing the boys into an association, giving them a place to meet, fathering, entertaining and teaching them, the *Press* has a dancing school one night a week for the boys, where their little sisters may come, too. And they do come, in patched clothing, maybe, some of them, but neat and clean outside and polite and in good order. Five newsboys' clubs, covering as many parts of Grand Rapids, so as to be convenient for the boys, have been organized. These hold meetings once a week, at which timely topics of all kinds are discussed. The clubs are officered and managed entirely by the boys, but at each meeting is present a representative of the *Press*, just to exercise supervisory care. At Christmas and Thanksgiving the boys are

dined, and last Christmas not a boy was in the least disorderly, although hungry and eyeing tables groaning with goodies. A thousand of them waited patiently for grace, and acted like well-contained gentlemen. Another interesting thing has been the legal adoption by the *Press* of several boys. A mother was shot down in the streets by her husband. With the mother dead and the father in prison for life, what was to become of a family of bright boys, thus terribly bereft and left to the mercies of the cold world? The world wasn't cold long, for the *Press* held out its loving arms, took the boys to its bosom, and they are now being cared for. There is no blaring of trumpets about this work. Little is known of it outside Grand Rapids, and few there comprehend its true meaningness. *McClure's Magazine* recently heard of it, and sent one of its staff to write it up and illustrate it, and so in good time, at least, *McClure's* readers will be told the story of one great newspaper's true philanthropy.

#### NEWSPAPERS WANT THE WHOLE PIE.

At the recent gathering of the State Editorial Association of New York an earnest protest was entered against the further toleration of street car and elevated railroad advertising. It is the belief of the editors that the charters of street car lines were granted for public purposes, and that under these charters the surface and elevated lines have no more right to engage in the advertising business than they have to engage in the dry goods, the grocery, or any other line of trade. In this connection it is interesting to observe that Attorney-General Hancock, of this State, was recently asked to revoke the charter of the Manhattan Elevated Railroad Company, of New York City, because it is engaged in the advertising business, in violation of its charter. This suit was of the utmost importance to the newspapers throughout the country, and it was unfortunate that it was decided not on its merits, but on a technicality. The diversion of advertising from the legitimate channels of the newspapers and the magazines to the street car lines has become a serious matter within recent years, and the newspapers have not taken up the question a moment too soon for their own best interests. Every dollar diverted to street car lines in this way is a dollar taken from the regular advertising publications of the country. It is estimated that during the past year more than \$2,000,000 of legitimate advertising was thus turned away from the daily and weekly newspapers, magazines, and other publications, into the coffers of street car lines and their allies, although the charters of the street car companies never contemplated, and, in fact, forbid, the pursuit of any other business than that of carrying freight and passengers. —*Leslie's Weekly.*



"A PRESS NOTICE."



# **Cheapest Advertising** **in the Northwest!**

The relative cost of advertising in the

## **MINNEAPOLIS TIMES**

per thousand circulation is *lower by more than twenty per cent* than in any other Minneapolis newspaper.

This fact the TIMES is prepared to prove by a comparative showing of actual paid distribution with any or all other Minneapolis papers.

The TIMES is the *only* Minneapolis daily whose circulation is certified to and guaranteed by the *Advertisers' Guarantee Co.* of Chicago.

Appreciation of the value of the TIMES by advertisers is shown in the fact of its carrying more columns of advertising during the months of May and June than any other Minneapolis daily.

Its actual circulation for June averaged:

**Daily, - 35,616**  
**Sundays, 44,285**

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**J. E. VAN DOREN SPECIAL AGENCY,**

**PUBLISHERS' DIRECT REPRESENTATIVES,**

**Tribune Building, New York.**

**Boyce Building, Chicago.**

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

PROVIDENCE, R. I.

*Chas. F. Jones, New York:*

DEAR SIR—There is some talk in our town of the merchants forming an agreement as to the prices at which certain articles should be sold. For instance, the stores that handle patent medicines and the like have heretofore been cutting each others' throats and losing all the profit that they ought to make by selling proprietary articles at cost and less than cost. Now it is proposed that certain prices should be agreed upon and the goods sold at these prices. Do you think it is a good thing for a store to enter into an agreement like this?

I have read a good many of the answers which you have given to various questions, and am very much interested in having your reply to this if you think it worthy of the valuable space in PRINTERS' INK.

Yours respectfully,

A FRIEND.

If all the merchants who handle these lines of goods in any city would go into such a combination, I believe it will be very much to the advantage of them all; but if only a few of them went into such an arrangement, then it would be very much to the advantage of those who stayed out. I think if I was a merchant in that city the only question that I would consider at all would be whether or not everybody was in the arrangement. I should be only too glad to make one of the total, but would not be one of the few. There ought not to be very much difficulty in getting up such a plan where the cutting of prices on proprietary medicines has been indulged in heretofore. There is such an organization in existence at present in New York City. As far as I know every department store and every large general store has signed the agreement, and so far none of them have broken their promise. The prices at which the medicines and proprietary articles are sold are somewhat less than the prices the manufacturers marked them, and this gives the stores that wish to sell at a cut price the advantage of being able to do so without the cut being so severe

as to take away all the profit that is in the transaction, as has heretofore been the case. I think this organization is going to particularly help the small drug stores, because as soon as the people find out that they can buy their patent medicines at the drug stores just as cheap as they can at the department stores, they will naturally buy a large part of them from the druggist.

There ought to be no trouble anywhere in getting all the druggists into such an arrangement. The main difficulty would be in getting the general stores to agree to it, and if I was trying to get up such a combination in any city, I would try to get the department store people interested and signed, before I said anything at all about the drug store men being interested or willing to participate.

Unless all the stores went into it, the store that stayed out would manifestly have the advantage over anybody else, in that not being bound to observe a price he could do what he pleased, and this would soon cause any kind of a combination to be a failure, as the man who is out of the combination would naturally try to work his points to gather in all the trade that he possibly could for his own store.

\* \*

LOUISVILLE, Ky.

*Charles F. Jones, New York:*

DEAR SIR—While sitting in the lobby of the Louisville Hotel last night, I picked up a copy of PRINTERS' INK which was on the reading table, and noticed your department. I am a merchant in one of the Southern cities on here to buy goods, and I would like to know if you can suggest a way to help us in our city. We are very much troubled with the trading stamp question. Is there any way that you know of that the trading stamp nuisance could be driven out of a town after it has once started?

Yours respectfully,

S. S. PETERSON.

A great many people look at the trading stamp question a good deal differently from what I do. I believe to a great extent it is a legitimate business, and I do not at present know of any way that it can be legally driven out of a town. As long as the trading stamp privileges are confined to a few

stores, I think it is really a good thing for those few stores, but of course, correspondingly a poor thing for the other stores. Where it is confined and not allowed to spread to everybody, it will no doubt to a certain extent help the business of those who have it. The difficulty is that it usually spreads too far, for when it is generally used by everybody or by a large number of people it does not do any of them very much good, but is simply a tax on the merchant which the trading stamp people collect. I think after it spreads a good ways that the merchants who have it themselves will soon catch on to this and be very glad to give it up; but as long as the trading stamp people confine it to a few it will probably be popular with these for a long time. If in Mr. Peterson's city the trading stamp plan is confined to the right number of people, and if the other merchants who are not in it wish to break up the arrangement, I believe the best thing they could do would be to start a trading stamp system of their own in competition with the one already established. A trading stamp system run by the merchants themselves could be originated which would not conflict with the rights of the original trading stamp men, and by getting all the merchants in it, it would very soon cause those who are in the first trading stamp system to cry "enough." The merchants could run their trading stamp system with less expense, because they would themselves share in the profits which the trading stamp people are supposed to make in their system. As soon as everybody was in the system, or as soon as a large percentage of the stores were in the system, it would naturally be unprofitable to all, and make it hard for the trading stamp people to carry on their plan. I understand that a plan somewhat similar to this has been tried in some of the Southern cities, and that it accomplished the results of causing the trading stamp people to very soon leave the town.

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NASHVILLE, Tenn.

Charles F. Jones, New York:

DEAR SIR—I have a grocery store and have thought about putting out a bulletin giving the various news of the day, which will be furnished free by one of the newspapers. Do you think it would be a good plan and would attract? From my letter-head you can see the appearance of my store, and I would like to ask you

where would be the best place to put the bulletin?

Unless absolutely necessary would prefer that you could answer without giving my name. Yours truly,

The picture of the store printed on the letter-head shows that it occupies a corner, the side wall from the front of the store to the back being solid without breaks. It appears to me that this side wall would be the very best imaginable place for the bulletin. In the first place a large space should be given so that the bulletin could be written or printed in big type, which could be read clear across the street and thus be visible to a large crowd. Again, having the bulletin on the side of the house would not blockade the street in front of the store, and would leave room for customers to go in and out the doorway as usual. If the bulletin was placed in front of the store, I am afraid it would hurt trade rather than improve it, in that it would be very inconvenient for people to push through the crowd to go into the store to buy goods.

In putting up the bulletin make it a first-class one. I would build it of wood directly against the wall, and either make it in the shape of a black-board upon which the news could be written, or have the news written on sheets and then pasted on the board. In order that the store might get full credit for the bulletins, I would have the name of the store given across the top of the bulletin so that persons who read the news could very easily tell whose bulletin they saw it on, and afterwards if talking about it they could say that they saw such and such news on so and so's bulletin. If the newspaper who furnished such bulletins also wanted credit a sub-line could be shown, stating that the bulletins were furnished by the courtesy of that publication.

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BALTIMORE, Md.

Charles F. Jones, New York:

DEAR SIR—What do you think of theater programme advertising for an article that is sold to men? One of the members of this firm is very much in favor of it, and the other member of the firm, while he personally does not think much of theater programme advertising, says he is willing to submit the question to you and see what you think about it. Your answer will very much oblige, Yours truly,

R. C. SMITH & CO.

The right advertisement in the right kind of theater programme ought to be very good for an article which men buy. I am not acquainted with the

theater programme business in Baltimore, Md., and thus do not know how it is conducted; but presume that the firm proposes to advertise this article, whatever it may be, in local programmes. There used to be a time when theater programmes were very poor mediums; first, because the programmes were very poorly printed, and again, because those persons who did advertise in programmes took very little pains with their advertisements. If the theater programme business in Baltimore, or in any other city, is conducted as it is in New York, it will be found very profitable for certain classes of merchandise. I do not know of any place where theater programme advertising can be done with greater success than it can in New York. This is largely due to the fact that nearly all the programmes here are under the control of one man, Mr. F. V. Strauss. He handles the programmes just like any other business enterprise is handled, and not in the slipshod way that is usually witnessed where each theater programme is run by a different concern. The forty or fifty programmes conducted by Mr. Strauss are all gotten up on good paper, are well printed and are pretty much of a uniform size, so that a man can order his advertisement in all the programmes at one time.

It is a settled fact in my mind that men as a rule do not begin to read advertisements as much as women. If there is any time that a man will read an advertisement it is probably when he is sitting in the theater. He has the programme in his hand and if he is interested in the play he can not help seeing some of the advertisements whether he wants to or not. It strikes me that if I had an article particularly adapted to men, that there would be no means of advertising next to newspapers that I would consider superior to theater programmes. The difficulty of buying space in theater programmes is to get the right price, considering the circulation which is gained, and this is where the advertisers in New York programmes get the benefit. No man conducting a single programme can afford to sell his space and give as much circulation for the money as F. V. Strauss can give here, where the programmes of the entire city, circulated among fifty thousand or more people a night, are sold in one lump.

CLEVELAND, Ohio.

*Charles F. Jones, New York:*

DEAR SIR—We are conducting a men's and boys' clothing store in this city and are thinking of adopting a policy of giving away some kind of souvenirs every month. We are willing to spend about \$300 for these souvenirs, and think perhaps that will be all the advertising we need to do. Do you think it is a good plan, and will you kindly suggest to us some appropriate souvenir? Please do not mention our name. Yours truly,

As the principal and only means of advertising a store I do not think much of the souvenir plan. I think the \$300 or any other sum could be used to much greater advantage than to sink the whole of it in souvenirs. Souvenirs may be very good supplementary advertising, that is very good things to use along with other advertising, but I would not recommend a store to do that and nothing else. The first money that a retail store expends for advertising ought to be devoted to newspapers. If the newspaper field has been thoroughly covered then an appropriation for souvenirs might not be misspent. Souvenirs ought to be particularly attractive for the boys' clothing department, as there are a great many nice things to give away to a boy that will be very much appreciated. In the summer a base ball, a bat or a kite is always acceptable, and many a boy will persuade his parents to buy his clothes where he knows he will get one of these things. It is harder to select something that men will appreciate. Small purses, memorandum books, thermometers, desk calendars, etc., have all been tried by various clothing concerns, and many of them seem to have answered their purpose. Just now souvenirs on the war question are the most popular. I know of several concerns that are giving away small flags to use on the lapel of the coat, pictures of the "Maine" or some such article. One very pretty souvenir that is popular with the men is a watch charm. It is composed of a rim of metal with two pieces of glass. In between the glass is a card with an American flag shown on one side, and a four-leaved clover shown on the other. There is no printing on the side where the American flag is shown, but on the four-leaved clover side in one corner in very small type is the name of the firm presenting the souvenir. It is a very tasty little affair, and is about the best of the war souvenirs that I have recently seen.

# The **San Francisco Call**

J. D. SPRECKELS, Proprietor.

W. S. LEAKE, Manager.

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**Published Every Morning  
in the Year.**

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The recognized family paper.  
In perfect touch with the best  
business elements of California.

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**..Circulation..**

**Exceeds 50,000 ~ Daily.**

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Correspondents of unquestioned ability.  
Direct telegraphic communication with  
New York, Chicago and Washington.

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For sample copies, rates and further information, address

**David Allen,**

Eastern Representative, - 188 World Building, New York.

**C. Geo. Krogness,**

Marquette Building, - Chicago.

## LAMPION'S "OLD" SWEETHEART.

To the Editor of *Newspaperdom*:

In your very excellent paper of June 16th I notice that W. J. Lampton, of *Fame*, makes the very pertinent and pointed suggestion that every publisher should give the name of the town, county and State in which his publication is issued. Mr. Lampton states that he saw the name of an old sweetheart of his in a clipping from a paper which, on the editorial head, gave the title of the paper as "the *News-Republican*, issued every day except Sunday by the Republican Company, 215 W. Columbus street, Telephone 13," but in which the name of town, county or State was not given.

It is surprisingly easy to err. If W. J. Lampton, whose acquaintance I enjoyed years ago at Cincinnati, had given the name of his town, county and State I should not have been necessitated to reach him with the valuable information as to the present residence of his old sweetheart through the columns of *Newspaperdom*, because I then could have written to him direct.

The purpose therefore of this letter is to inform W. J. Lampton, of *Fame*, that the "*News-Republican*, issued every day except Sunday," and which flies at its masthead "Archibald S. Lybrand" as the Republican candidate for Congress, is published in the town of Kenton, county of Hardin and commonwealth of Ohio. The name of the publisher I do not know. I did know E. J. Miller, the former editor and owner of the paper, and subsequently it was sold to General Howe, who was adjutant-general under McKinley while he was governor of Ohio. Since then General Howe has died, and I am, at this writing, unable to name the editor.

However, if W. J. Lampton wants to find that "old sweetheart," so graphically mentioned in verse by our mutual friend, Whitcomb Riley, if he will address the editor of the *News-Republican*, Kenton, Hardin County, Ohio, he possibly can ascertain the address. If he can not reach it that way, I suggest that he write to Dan Flanagan, editor of the *Democrat*, at Kenton. Dan knows everybody and everybody knows Dan.

It is only about two hours' ride from here to Kenton, and I would volunteer to go myself in quest of this "old sweetheart," but a sixty-year-old bald pate, with whitened locks, might frighten her, to say nothing of bringing on unnecessary domestic troubles of my own. Very truly yours,

W. S. CAPELLER,  
Mansfield (Ohio) *News*.

## IN VACATION TIME.

Vacation is the season of "eat, sleep and read," the time when the business man removes himself from the cares of routine office, reads, turns his attention to home comforts and home, and makes up his mind that he wants this or that, long before he buys it, because he has then the time in which to consider it. The assertion can be safely made that one-half of the goods purchased, between the first of September and the first of December, have been bought, in the mind of the purchaser, during July and August, even though he himself may not have realized that he had involuntarily made the decision.—*Ohio Merchant*.

## J. WALTER THOMPSON.

Mr. Thompson is about fifty years of age. In his thirty years of active business life he has printed more arguments, written more letters, and issued more books and advertising ideas, all tending to bring the pages of the magazines to the attention of the advertiser, than all the other advertising agencies put together.—*Profitable Advertising, Boston, Mass.*

## A STUPID EXAGGERATION.

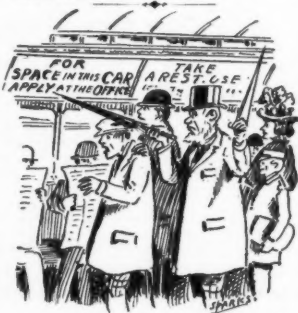
I was passing a Sixth avenue department store and noticed in the window a white Japanese silk four-in-hand scarf. The ticket on it read, "15 cents each. Value, 35." It may have been worth 35 cents some time, but not this year. The price is two for a quarter.

Two young women stopped at the window just as I was turning away, and one called to the other, "Oh, Mary, look here," and she pointed to the scarf at "15, worth 35." I noticed they were both wearing similar ones, probably the two for a quarter variety. "Yes," said the other girl, "that is the sort of work that makes me always suspicious of this store, and I feel really uncomfortable when I try to buy anything here. I'm not going in," and after a moment they turned back.

It wasn't the fact that the scarf was marked 15 cents that disturbed those girls; it wasn't the fact that one house asked 15 cents when numerous others were selling them at two for a quarter; such a difference is likely and legitimate. It was the cool nerve that stuck such a lie under the nose of every one who passed; the monumental silliness that flaunted such a falsehood in the faces of the passing multitude, four out of five of whom knew it to be false and could prove it so in nearly every show window in town.—*Dry Goods Chronicle*.

## AGAINST STREET ADVERTISING.

In England and Germany there are organized and growing campaigns against the use of streets and other public places for advertisements. Societies have been formed in both countries to prosecute offenders, and in addition there are associations of people who have pledged themselves not to patronize in any way any one who advertises on billboards where the signs disfigure the view. In Germany the efforts of the objectors have been successful in getting a law on the statute books which covers all cases of vulgar and objectionable sign advertising. It is directed against "gross nuisances," and it has had the gratifying result of stopping the defacing of scenery and the flaunting of huge posters in handsome streets. In London the effort now is to make all forms of street advertising subject to municipal control. Sky signs have been abolished to a large extent on the correct and just plea that they took away much air and light from the city, which was dark enough without the extra efforts of sign painters. In Breslau an innkeeper was fined under the "gross nuisance" law "for placing a tasteless and offensive wooden fence along one of the finest parts of the roadway, thus wounding the sensibilities of the public."—*San Francisco Chronicle*.



HUMORS OF STREET CAR ADVERTISING.

## Washington's Full of the Boys in Blue

40,000 are encamped just outside the city. Most of them left home too quickly to prepare themselves with half the necessities of health and comfort.

## They're Buying Now

and if you've anything you'd like to sell, an advertisement in

# The Times

will reach every one of them.

THE TIMES is the advertising power of the nation's capital. It's paid and guaranteed

**Circulation**

**For May was over . . . 57,000**

Circulation guaranteed by ADVERTISERS' GUARANTEE CO. It is the only paper ever printed in Washington to reach that mark.

THE TIMES is the best because it covers the WHOLE FIELD.

**FRANK B. CONGER,**

Manager New York Office,  
52 Tribune Building.

**THE TIMES,**

**Washington, D. C.**

## NOTES.

J. AMBROSE BUTLER, of Buffalo, made his regular monthly trip to New York City last week to have his hair cut.—*The Hustler*.

ALFRED HARMSWORTH, the great English publisher, believes in young men. He says: "We rarely engage anybody over twenty-one."

*Brains* suggests that Spain might raise some money by leasing the privilege of advertising on the backs of her soldiers, that position being a preferred one for an ad designed to be seen by Americans.

The address of Charles Seth Brown, formerly of Oberlin, Ohio, is now 406 Colonial Arcade, Cincinnati. Mr. Brown, it will be remembered, received a spoon as the writer of one of the best twelve testimonials of PRINTERS' INK.

It is announced that the rates of the *American Woman* (Augusta, Me.) will be advanced to \$2 a line, beginning with the November issue. The Vickery & Hill Co. guarantee that after that date no edition will be less than 500,000 copies.

A COMPANY has been organized in Germany for the manufacture of aluminum type. It is claimed that type of this metal is lighter, cheaper and better than that of ordinary type metal, and is safer to handle from a hygienic point of view.—*National Advertiser*.

CHARLES J. BILLSON recently had an experience with eggs that was very amusing. He ordered an egg shampoo, and the asthmatic shampooer knew not by the smell that they were venerable and had an odor peculiar to eggs that have been sat upon but failed to hatch.—*The Hustler*.

A BOOKLET called "Home Buyers," written and issued by Nathaniel C. Fowler, Jr., of Boston, strikes PRINTERS' INK as excellent matter for local dealers to distribute in their towns in order to keep trade from going from the small local establishment to the large city department store.

A WRITER in the *Health Magazine* has discovered that the habit of crossing the legs is not merely ungraceful, but is productive of cold feet, headache, varicose veins, ulcers and other ills originating in poor circulation. Publishers that have trouble enough with their circulation already will no doubt take the hint and not cross their legs.—*National Advertiser*.

THE Merchants' Association of New York has begun legal proceedings to compel the express companies to comply with the intent of the war revenue law, and to pay the stamp tax as required therein, which they now refuse to do. Joseph H. Choate has been retained as special counsel to assist Messrs. Dill, Seymour and Kellogg, the regular counsel of the association, in this matter. The successful prosecution of this contest, in addition to the regular work of the association, will require a large sum of money, and contributions are solicited.

THE Call Publishing Co., of Lincoln, Neb., brought suit in the District Court for a balance of \$120 on an advertising contract, claiming that although the advertiser had refused to send in his advertising matter, the contract for 5,000 lines a year was sufficient ground for recovery. Judge Hall held that the contract meant that the advertiser was bound to pay only so much a line for every line of advertising matter furnished, not to exceed 5,000 lines. The Supreme Court held that the only question involved was the interpretation of the contract, and affirmed the judgment.—*Press and Printer*, July 9.

A UNIQUE departure from ordinary journalistic lines is announced by the Chicopee (Mass.) *Herald*. The Polish population within the boundaries of the *Herald's* field reaches

3,000, and with this number within its ken the *Herald* feels justified in adding a Polish department, to be begun July 5th, in which, under a competent editor, will appear a summary of the local and general news of the day. Advertisements as well will be accepted and printed in Polish. As there are but four dailies and seven weeklies in the Polish language published in this country, the *Herald's* departure is all the more enterprising and unusual.—*Newspaperdom*.

*Newspaperdom* and the *Journalist*, two New York publications, take exception to being rated "J K L" in the American Newspaper Directory; that is, with having average issues of less than a thousand copies. The editor of the Directory, in speaking of these publications and their comments on his ratings, said he was prepared to present a copy of the Directory to any one who would prove that either actually do issue as many as 500 copies regularly. He said that the latest edition, the June issue, of the Directory was all sold, but the September edition would undoubtedly be ready for delivery before anybody would be likely to come around with the proof spoken of.

THE *Outlook* (N. Y.) thus summarizes the new bankrupt law: No man can be adjudged a bankrupt so long as his property at a fair valuation is sufficient to pay his debts. Proceedings in involuntary bankruptcy can be instituted only where a debtor has disposed of his property with intent to defraud or give preferences, or where he has given a preference through legal proceedings, or where he admits in writing that he is a bankrupt. No one of these cases seems harsh, for while some debtors without property enough at a fair valuation to pay their debts might borrow more money if allowed to give preferences, the occasional gains which come from such borrowings are less than the resulting losses, and as nothing compared with the frauds which the giving of preferences facilitates.

At the meeting of the Association of the American Medical Editors in Denver, Dr. Geo. M. Gould, of the strictly correct Philadelphia *Medical Journal*, offered a resolution that hereafter no "reading notice" shall, under any circumstance, be admitted to the reading pages of any journal edited by any member of the association; but may be put in a "publishers' department" on pages numbered as advertising pages. This resolution was unanimously adopted, after modification to the effect that "original articles," which incidentally mention some proprietary remedy, shall not be included in the rule, which seems to make a law that kills the little pups, but lets grown dogs go free. Dr. Gould further introduced a resolution declaring that no advertisement shall be admitted which advocates the use of any secret or semi-secret remedy, like the synthetical coal-tar proprietaries; whereupon the genial Dr. Isaac Newton Love, who holds the Mirror up to Nature, moved to adjourn—a motion which prevailed which such startling suddenness as to astonish the visitors to the meeting. It is probable that Dr. Gould had a third resolution up his sleeve, declaring that no journal shall publish the advertisement of any patent medicine (like Ayer's Cherry Pectoral or *Ripans Tabules*, now seeking admission to medical journals) which is advertised to the public, even though its formula be given, but if so, it must, like its predecessor, wait until another and more favorable meeting. In the meantime, reputable journals will carry out the rule regardless of the passage or defeat of any "resolution." And the last rule mentioned is of far more importance to medical men than any other.—*American Journal of Surgery*, St. Louis, June, 1898.



All doubts are eliminated from  
the circulation reports of the

# Des Moines Daily News

by the guarantee issued by the Advertisers' Guarantee Co. of Chicago. This guarantee is fortified by a bond of \$50,000 of the Fidelity and Deposit Co. of Baltimore, Md., deposited with the Northwestern National Bank of Chicago. The monthly reports of the Advertisers' Guarantee Co. on the average NET PAID Circulation of the Des Moines DAILY NEWS for the past year are as follows :

<b>June, 1897.....</b>	<b>14,052</b>	<b>December, 1897.....</b>	<b>16,747</b>
<b>July, " .....</b>	<b>14,623</b>	<b>January, 1898.....</b>	<b>18,046</b>
<b>August, " .....</b>	<b>15,408</b>	<b>February, " .....</b>	<b>19,016</b>
<b>September, " .....</b>	<b>15,809</b>	<b>March, " .....</b>	<b>19,893</b>
<b>October, " .....</b>	<b>16,227</b>	<b>April, " .....</b>	<b>22,377</b>
<b>November, " .....</b>	<b>16,432</b>	<b>May, " .....</b>	<b>25,965</b>

Note the steady growth already in progress before the war demand brought the April and May increase.

Display space in the NEWS is sold at the flat rate of three cents per agate line (forty-two cents per inch). Want advertisements, one cent a word for each insertion.

## THERE IS NO MONEY IN THEM.

NEW YORK, July 7, 1898.

Editor of PRINTERS' INK:

We have looked in vain through your publication for an exhibition of the exclusive merits of class publications, and as you have no doubt investigated the subject we are interested to know your conclusions.

The *Ceramic Monthly* was established in February, 1895, and is published exclusively in the interest of amateur china painters throughout the country. Our subscription list has been growing continuously, and it is from this source that we obtain our principal support. Our experience among the dealers and manufacturers of artist's materials has been, most remarkable in the sense that these men of business seem to take no note of the fact that all our readers are china painters, and that we are practically alone in our field. The advertisements which we have received from them will not compare in numbers or valuation with those we have received from manufacturers of bicycles.

Manufacturers of white china for china painters are represented in our columns by one four-teen-line ad. A manufacturer of colors for china painters offered us \$120 for a certain space in the *Monthly*, which we could not accept, because below our established rates, and as an expression of his dissatisfaction with anything like an established impartial advertising rate, refused to take any space at all. Some importers of white china for china painters are patronizing weekly trade papers which circulate among dealers only, and the *Monthly* has never secured a single line from them, while there are others, of course, who do give us a liberal share of their business.

As for our circulation, we do not quote it for the following reasons: First, we meet with unscrupulous agents whose figures are ten times all we could have in supplying every china painter in America. These agents represent publications which devote one or two pages to our subject. They sometimes say that 90 per cent of their readers are china painters (and one poor man said he believed it).

Second, we believe that our publication can have little consideration outside its particular field, and that its merits as an advertising medium can better be based upon the field we cover, the age of the publication and the character of its copy. Very truly,

A. C. BAKER.

## DIXEY'S THISTLE IS A DAISY.

NEW YORK, July 14, 1898.

Editor of PRINTERS' INK:

Many thanks for the "cute" little spoon, which I shall prize among my choicest treasures. It seems to me quite symbolical of the dainty bits of advertising pabulum with which the Little Schoolmaster from week to week nourishes and sustains his dutiful pupils.

The likeness of a thistle on the end of the spoon I must say staggers me a little bit at its possible significance. However, I will try to construe it poetically to the effect that the bright purple bloom of advertising wisdom springs most abundantly from the thorny prickles of hard experience and constant endeavor.

That the future years of the Little Schoolmaster may be crowned with many a glorious memento of perennial youthfulness is the fervent wish of his grateful pupil,

WOLSTAN DIXEY.

Good advertising can not be called an expense, for it is only an investment, just as you place your money in a glove stock, or a line of furnishings, and you get your money out of it just as surely, and with possibly a better margin on the investment.—*Advertising World*.

## IN BOSTON.

BOSTON, July 8, 1898.

Editor of PRINTERS' INK:

Robert and Linn Luce, who started the Press Clipping Bureau ten years ago by getting permission from the Boston *Globe* to use its exchanges after the editors were through with them, have just issued a booklet relating their success. They now read and clip items from over 4,000 different newspapers, mostly dailies, and so great is the demand from the heavy advertisers of the country for authentic addresses, that often the second, third, fourth and even fifth copies of many of the newspapers are required to be read, as they claim to cut, credit, sort and deliver nearly 15,000 clippings a day. One large advertising concern takes all the "Births" appearing in print anywhere in the United States, so as to mail at once a circular of infants' food. Another order calls for every death notice obtainable; these are utilized for sending to the bereaved samples of memorial cards. The trade and class papers use a great many clippings, but the best demand comes from those wanting building news—architects, contractors and dealers in materials and furnishings. Many notable persons satisfy their vanity by ordering every item mentioning their name, but the vast amount of commercial business done proves that the clipping bureau of to-day is a valuable aid to extensive advertisers.

The Red Indian Tobacco is getting its ad upon many of the lawns by distributing a little sign that reads: "Keep off the Grass and use Red Indian Tobacco."

A Tremont street druggist coaxes trade by advertising his mineral water in this way: "All you can drink for 5 cents," and it catches the thirsty crowd.

The Castle Square Theater has found a way of making an ad pay its way. They run a four-horse tally-ho through the streets of Boston, with banners announcing the play on each side, and get 25 cents a seat for a trip of one hour from visitors who wish to see the city.

All the credit check concerns have quit business in Boston and posted this notice in their windows: "As the Legislature of this State has recently passed a bill against our system of advertising, we are compelled to close our doors and retire from business. All who have their stamp books filled had better come for their premiums at once." GERALD DEANE.

## THEY HAVE PROMISED.

BLUEFIELDS "SENTINEL."

The only paper in English in Spanish C. A.

Published every Thursday.

Rolando Kuehn, M. D., Manager.

BLUEFIELDS, Nicaragua, July 1, 1898.

Editor of PRINTERS' INK:

Advise us of nearest N. P. Union, as we want a patent inside. Please send copy of your publications. Copies of *Sentinel* mailed you. The *Sentinel* will never be suppressed again, as we have promised the government to keep out of politics. Our circulation is 500, and we are a permanent institution, and ask for a place in the American Newspaper Directory, and we wish you to take our ad space for U. S. advertisers. Respectfully,

ROLANDO KUEHN, M. D., J M C '83.

H. W. Mallitz, Att'y at Law. Manager.

## A NEW VIEW OF IT.

If there were going to be a monstrous public meeting and you, as well as your competitors, were allowed to state in 100 words the reason why the public should trade with you, would you consider that easy? Every time a paper is issued there is a meeting. How about your argument?—*Seattle (Wash.) Trade Register*.

# 1,432,998

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agate lines of paid advertising were printed in "The Mail and Express" during the first six months of 1898. This is a gain of more than 151,000 agate lines when compared with the same period of 1897, an increase of nearly 12 per cent.

The next paper on the list printed 221,760 agate lines less than "The Mail and Express" during the same months, and lost 94,738 agate lines, or 7.25 per cent of its entire advertising patronage.

During the six months ending April 30, 1898, the net paid average daily circulation of "The Mail and Express" increased more than 71 per cent.

The circulation of "The Mail and Express" is greater than that of the other high-class evening papers in this city combined.

"The Mail and Express" carries more paid advertising than any other evening paper published in New York.

## APPRECIATED IN O'NEILL'S.

Office of  
H. O'NEILL & Co.,  
Sixth Ave., 20th to 21st Sts.  
Importers and Retailers of Millinery,  
Costumes, Dress Goods, Silks, Fancy  
Goods, House Furnishing, etc., etc.  
NEW YORK, July 7, 1898.

MY DEAR PRINTERS' INK—Praise for PRINTERS' INK seems superfluous. Like Oregon, its motto might be, "Alis volat propriis." Yet how pleased our old master was when his pupils told him what his teaching meant to them!

What this little book, with its helpful suggestions about up-to-date advertising, has been to me I can not say in a short letter.

Nor does it confine itself to one branch of store management, but carefully, thoughtfully and concisely deals with every department. For example, whether it be window dressing, charge accounts or exaggeration in advertising one wants, he has merely to turn the leaves of this wee encyclopedia of store news and the desired information is found.

Its sharp, yet just, criticisms make it a power in business circles. It believes in the old proverb, "Spare the rod and spoil the child." And yet in such good faith is the scourging done that the culprit in his heart thanks the monitor for pointing out his faults. "A journal for advertisers!" What a boon to the beginner stepping out fearfully into the vortex of business! To him the kindly hints, the cordial correcting of his maiden attempts are of paramount importance. For the veteran such articles as "Brooklyn" in the June magazine are very needful. In what paper to advertise, which will give his employers the greatest return, are problems the advertiser has ever to solve. A journal that in a brief, pithy way gives concentrated news of the business world, which refreshes and spurs on the jaded mind of the advertiser, is a treasure without price. Enough. I may trespass on your time, but PRINTERS' INK seems so much like an "alma mater" that one knows not where to pause when speaking of it.

JOHN W. EATON,  
In Charge of the Advertising of H. O'Neill & Co., N. Y.

## VALUABLE ASSISTANCE IN DISPLAY.

Office of  
"THE UNION AND ADVERTISER."  
"The People's Paper."  
ROCHESTER, N. Y., July 12, 1898.

Editor of PRINTERS' INK:

Inclosed please find check for one year's subscription to PRINTERS' INK. I have received much valuable assistance in the way of display ads for the *Educational Gazette*, by referring to your Little Schoolmaster.

Yours truly,  
F. W. BEAGLEY,  
Care of Union and Advertiser Co., Rochester, N. Y., job room.

## STARTLING, PERHAPS, BUT ANCIENT.

It is a startling fact that a large number of advertising contracts are placed, not upon the merits of the case at all, but purely for sentimental reasons, because so-and-so, the solicitor, is a good fellow; because such-and-such a medium is beautifully printed and "our picture will show up in fine style"; because the agent, solicitor or publisher is very accommodating with railroad transportation, dinners, cigars, or other gifts, or for some other equally unbusinesslike reason.—*Advertising Experience*.

A GREAT deal of advertising fails because the advertiser becomes discouraged before he has a right to expect returns.

## FROM A LOGICAL IRISHMAN.

NEW YORK, July 9, 1898.

Editor of PRINTERS' INK:

I notice in your issue of the 29th ult. a letter from the Salem *Sentinel*, in which the writer takes exception to the advertising cut of Sapolio; his cause of complaint is that the politician of 3250 B. C. is wearing spectacles, and asks is it not a fact that spectacles were not invented until several thousand years later. We have historic data which prove that spectacles, or rather the monocle, was used by the first Cæsar. However, there is no doubt that the politician of 3250 B. C. was simply an ancestor of the politician of to-day, whom we all see making spectacles of themselves. If the politician of '98 makes a spectacle of himself, there is no doubt that the politician of 3250 B. C. did likewise; therefore it is only logical that if those politicians made spectacles of themselves, spectacles, then, must have been common at that date, and if spectacles were common at that date, why should a man not use them, proving that there is no fault to be found with the advertisement in question. If the Salem *Sentinel*, which seems stronger at tearing down advertisements than building them up, wishes any further ancient data in regard to any subject, the writer will be pleased to furnish it in the same logical manner.

T. J. RYLEY.

## THE ART OF GETTING BUSINESS.

The art of advertising is not a gift which is given to many men in a pre-eminent degree. Like the higher professions, it requires a peculiar natural adaptability. To be a successful advertiser a man should have a bright and versatile mind, a quick discernment of the public wants, a tactful appreciation of the fitness of things, and some business experience. He should also be a man of literary and artistic attainments, strong as well as fine in his mental equipment, having a strain of humor, a good stock of self-confidence, and plenty of faith in the efficacy of advertising. The fact that some advertising men are paid as much as the President of the United States is the best evidence of their value. For a young man properly endowed by nature and education there is no vocation in life which offers larger rewards and richer prizes. Men in business everywhere are realizing that advertising is the most important factor in their business. It is not a difficult matter for them to man the other departments of their store, but the art of getting the business is not an easy one, and the man who possesses it has an infallible receipt for success.—*Art in Advertising*.

## RUTS.

The people have fixed ideas, notions, likes and dislikes. You ask them once to do something new, to try some new thing, and they pay no attention. Admiral Farragut was a brainy and nerry officer, and yet if he had had his way we would to-day be fighting Spain with wooden ships. Dynamite guns have been a success for years, but it was the middle of May, 1898, before a dynamite gun was ever used in actual warfare. This merely shows that people are hard to move out of their beaten paths. And the fact that they are hard to move is another argument in favor of advertising. When they have moved out of their rut and begun using your goods they are in another rut, and the next man who tries to bring them over to his goods has as hard a time as you had; and if he is an early quitter, you retain this trade perhaps for years after the advertisement that brought it to you has been forgotten.—*The Billboard*.

THE public must be reached, not startled or struck.—*Fowler*.

# DAILY PAPERS AS MAIL ORDER MEDIA.

It is encouraging to note the increasing use of daily newspapers as mail order media. There has always been a deep-seated belief that of all kinds of periodicals the dailies were the least suited for this class of business, but after several severe tests by various concerns they have been found to be very profitable for certain lines of business. Among the first advertisers who used dailies for mail orders was a patent medicine concern in Marshall, Mich., the Michigan Medicine Company. It tested the papers persistently for a number of years and made a vast amount of money. Last fall, it will be remembered, the Hayner Distillery Company, of Dayton, Ohio, began to advertise whisky for the mail order trade. Its experiment has been watched very carefully by other whisky concerns, and now its success in this line has induced others in the same line to branch out in this kind of advertising. The test given to daily papers last year by C. E. Ellis in the *Woman's World* advertising, when he used full pages in some of the big dailies, was very successful in bringing immense returns. Another firm in a widely different line has also used dailies successfully. This advertiser is Mollenkopp & McCreery, of Toledo, Ohio, manufacturers of a vapor bath cabinet. All of these things have tended to encourage other advertisers to add the dailies to their regular list of mail order publications. Of course, the mail order publications and magazines are none the less efficient because daily papers may also be used with profit, and they will no doubt continue to hold the supreme position for this kind of advertising.—*Advertising Experience*.

# THE SPECIALIZATION OF ADWRITING.

I think that the business of writing advertisements must go into specialties. The advertising writer must have not only a thorough knowledge of the rudiments of writing advertisements, but must also go to the very bottom of the business to be advertised, in order to obtain the very best results. An advertising writer should know as much about selling shoes, cologne or patent medicine as the head of the sales department, and I believe that no one can master such details without work, time and study. A versatile man with quick perception may be able to get good results in a half dozen lines of business, but I do not think much of results which are simply good. They must be better than anybody else's results to be really successful; therefore, in my judgment, it is not good business for large corporations to deal with professional advertisement writers. The professional advertiser is and will be undoubtedly of great assistance to business houses whose means or volume of business will not permit them to employ a regular advertising man, but when it comes to undertaking the advertising of department stores, large soap houses, cereal products, bicycles and that of other large houses, the entire time and attention of at least one man should be devoted to the business.—*Advertising Experience*.

# LIKE A BICYCLE.

Men old in business, but young in advertising often regard the latter as one's grandfather does a bicycle—a treacherous thing at best. Yet, like the bicycle, advertising is a great pace promoter, when the "hang of the thing is once gotten."—*Carriage Monthly*.

The medium that permits the advertiser to fix his price is weak in its spinal column; does not deal justly with its patrons, and its standing is sure to be as fluctuating as its rates.—*Carriage Monthly, Philadelphia*.

# WOMEN AS WALKING ADVERTISEMENTS.

In this country women have earned a living, and a good one at that, by writing or soliciting advertisements, but so far no woman has offered herself as a living, walking advertisement to show off special articles. Not so in London. So many women have adopted this method of earning a livelihood that the National Union of Women Workers, of which Mrs. Lydia A. Booth is president, has issued this protest through the women's journals of that city:

"May we draw the attention of your readers to a new form of advertising which we think it extremely inadvisable to encourage? We refer to the parade in the streets of young women dressed in striking costumes in order to make known the merits of certain articles of manufacture. That these young women are said to be well paid and well treated does not in our judgment relieve us from the necessity of protesting against this new calling for women. It must necessarily be casual in its character, and must expose those who take it up to influences of a deteriorating nature and to moral danger. While we are glad to note new developments of regular employment which are open to self-respecting women, we hope that the good sense and right feeling of the community will be on our side in this matter."—*Harrisburg (Pa.) Star-Independent*.

# ONE MAN'S IDEAS.

If I were a bicycle agent I should lay down a set of rules for my bicycle maker, and hunt until I found some one willing to obey them and furnish good wheels besides. These would be my rules:

1. Absolutely no general advertising, the savings thereby to be allowed the agent in the price of wheels to enable him to advertise to people who know where the wheel is to be had.
2. A sensible catalogue to contain no colored pictures for children, but a complete and full description of every part of the bicycle in the plainest possible language, and cheap enough for general distribution.
3. No alleged "advertising" in the way of novelties of any kind, but the same bed-rock economy as is practiced in other manufacturing businesses.
4. An ample stock of cuts and full information on workmanship for the benefit of the agent.

I would then contract for so many lines of space in all the important newspapers in my town, or the largest one if I could not afford all, and use as my standard ad the cut of the bicycle, with full specifications and prices, just as the dry goods stores do.—*Advertising World, Columbus, Ohio*.

# THE MAGAZINE READING ARTICLE.

The magazine advertising "reading article" has improved immensely of late. The reading article has always wavered in popular estimation. While the reading article is applicable to a comparatively limited number of advertisers, that number can use it now and then regularly—that is, say, from two to four times yearly in the same publication—with better results than a display advertisement. I don't believe the reading article can take the place of the display advertisement in the majority of cases, but there are times when it will stir up a larger direct response than a page or two of display, and it is at all times a most admirable supplement to the general advertising of a progressive house. A large number of general advertisers can afford a reading article once in awhile. In fact, nearly every general advertiser can. It should be frankly an advertisement and yet equally frankly an attractive reading article.—*Profitable Advertising, Boston, Mass.*

### "DESIGN" PATENTS.

By Davis & Davis, Washington, D. C.

Any person who has invented and produced any new and original design for a manufacture, bust, statue, alto-relieve, or bas-relief; any new and original design for the printing of woolen, silk, cotton, or other fabric; any new and original impression, ornament, pattern print, or picture to be printed, painted, cast, or otherwise placed on or worked into any article of manufacture; or any new, useful and original shape or configuration of any article of manufacture, the same not having been known or used by others before his invention or production thereof, or patented or described in any printed publication, may obtain a patent therefor, the patent running for three and one-half years, or seven or fourteen years, as the applicant may elect.

These patents are peculiar. They afford a protection partaking somewhat of the nature of the regular utility or mechanical patents and of trade-marks and copyrights. Many inventions and productions that can not be protected in any other manner can be amply protected under the design law. A design is usually obtained when it is desired to protect new forms and shapes of articles of manufacture that do not consist of co-acting parts movable with respect to each other (such, for instance, as dishes, knives, forks, spoons, vessels of all sorts, furniture, clothing, jewelry, watch cases, shoes, harness, ornaments, and attachments, toys, articles of stationery, etc., etc.), and also for protecting new designs for fabrics, wallpaper, etc., etc. It is our experience that manufacturers have lost protection upon many of their products by reason of ignorance of the nature of the design law.

A design patent gives the owner the usual right of action for profits and damages against infringers, but it differs from the ordinary patent in that the law fixes two hundred and fifty dollars (\$250) as the minimum amount to be recovered. A design patent, like a trade-mark, is infringed by any such near resemblance as may be considered by a court to have deceived.

The Government fee for a three and a half year patent is \$10; for a seven year patent \$15, and for a fourteen year patent \$30. It is necessary to determine at the outset what term shall be applied for, as it is impossible to prolong a short-term patent.

### JAPANESE JOURNALISM.

"Japanese journalism," says a missionary's wife, "is a singular profession in many of its features. There is practically no such thing as freedom of the press in Japan. Whenever a newspaper publishes something unfriendly to the government it is suppressed and the editor is sent to prison. The real editor is never imprisoned, though. Every newspaper has what the Japanese call a 'dummy editor,' and it is his sole duty to go to jail every time the paper is suppressed for offending the mikado. Then the real editor changes the name of the paper and keeps on publishing it. Dummy editors spend most of their time in prison."—*Lippincott's Magazine*.

### NO REASON BUT CUSTOM.

Is there any more reason why printers should furnish dummies and estimates—at the cost of time and money, with the use of knowledge and skill that it has taken years to acquire, for the benefit of those who want printing done, but do not know what, or how to plan, arrange for or estimate the same—without charge, than that a lawyer should give advice, hunt up decisions, quote authorities and map out the manner of procedure in a court of justice for a litigant, without a retainer or fee?—*National Printer-Journalist, Chicago, Ill.*

### Classified Advertisements.

Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.

#### WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

YOUNG newspaper man at liberty. Refs. C. S. GARRISON, Fort Branch, Ind. (30 days.)

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

MAIL order men, write for our proposition; clean goods; large profits. 615 Consolidated Exchange Building, Chicago, Ill.

WANTED—Good location to start an afternoon paper, South or West preferred. Address "C. D. S.," care Printers' Ink.

WANTED—Case of bad health that R-T-P-A-N-S will not benefit. Send 5 cents to RIPAN'S CHEMICAL CO., New York, for 10 samples and 1,000 testimonials.

WANTED—Live, bustling newspaper man with money or machinery to buy interest in a paying paper in an Illinois city. A rare chance. Particulars upon request. "119," Printers' Ink.

BRIGHT writer wanted, to be connected with a printing office manufacturing exclusively large editions of pamphlets, and circulars for patent medicine trade. Address "L. A. H.," care Printers' Ink.

ADVERTISEMENT writer wanted by a large department dry goods house. Submit specimen of work written in Powers-Wanamaker style, and state age, experience and salary wanted. MALLEY, NEELY & CO., New Haven, Conn.

WRAPPERS to wrap. Buy a \$4 economy wrapper pasteurizer, and do the work twice as quick, better and without "muss." Great time saver. In stock all branches A. M. TYPE FOUNDRY CO. See addresses under "Advertisement Contractors."

NEWSPAPER man, now with Boston daily, who has had several years' experience as correspondent for a variety of publications, solicits work of that character. Would do Boston weekly letters, represent trade paper or do occasional special matter. Rates of papers served. Typewriter copy. "A. M. F.," Room 47 A, Equitable Bldg., Boston.

CORKS—We are using over a hundred gross of corks a month of an extra-fine quality, and are paying \$3 per thousand for them. The size is  $\frac{1}{2}$  inch diameter by  $\frac{3}{4}$  inch long. They are fine corks (and have to be), one end guaranteed fine. We want to hear from a dealer who is ready to furnish a better cork for less money. Come and see us, with a sample. Will contract for a thousand gross. THE RIPAN'S CHEMICAL CO., 10 Spruce St., New York.

WE WANT HIGH-GRADE ADVERTISEMENTS! CAN WE GET YOURS? 50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " $\frac{1}{2}$ inch	24.50 " half col.
2.50 " 1 inch	40.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	196.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 2-3/16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

#### "NEWS."

NEWS bulletins, war, general, sporting, press report, by wire daily. TELEGRAPHIC NEWS SYNDICATE, 150 Nassau St., N. Y.

#### CIRCULAR LETTERS.

CHAS. A. FOYER CO., Times Bldg., Chicago, produces facsimile typewritten circular letters by the thousand or million. Best work, lowest prices. Samples free.

STEREOTYPE OUTFITS.

STEREOTYPE outfits cheap; new method; plates like electros. Also cheap cut making process; no etching. Circulars for stamp. H. KAHRS, 240 East 33d St., New York.

MAIL ORDER AND ADV'G NOVELTIES.

1526 PER CENT clear profit realized from our latest mail order novelty. It comes in decorated tin box. Boxes printed with your ad. Unequaled and permanent advertising specialty. Samples and terms free. P. C. KULLMAN & CO., Mfrs., New York.

SUPPLIES.

VAN BIBBEN'S Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., LTD. 10 Spruce St., New York. Special prices to cash buyers.

NEWSPAPER METALS.

"THAT slug!—!" Slugs made of Perfection Linotype Metal don't stick in the mold. They don't over expand—that's the secret. It took months of experimenting to get this secret, as well as other little secrets that have enabled us to turn out what is acknowledged by experts to be the most perfect Linotype metal made. F. W. BLATCHFORD & CO., 54-70 N. Clinton St., Chicago.

AGRICULTURE.

IF you would reach the farmers, use the columns of Lippman's Almanac—one hundred thousand copies guaranteed, and the Memorandum books—two hundred thousand copies guaranteed. For ten dollars we can give you an advertisement of four lines in the entire edition. These books have been published by us for twenty years.

LIPPMAN BROS., wholesale druggists, Lippman's Block, Savannah, Ga.

ADVERTISING NOVELTIES.

A D-NOVELTIES—For samples and prices write to CHICAGO E. CLASP CO., Buchanan, Mich.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOR 60 cents (silver) we will reproduce your photo on three handsome lapel buttons. Send for catalogue of war novelties. Good agent wanted in every place. Address HARRY J. BOSWELL & CO., Memphis, Tenn.

GOLD FOR ADVERTISERS.

THE VALLEY DISTRIBUTING CO. will carefully place orders, supplies, bills, circulars, etc., in 27 towns on the Monongahela, reaching half a million iron, steel, glass and coal operators, employers and the dependent population in the richest valley on the globe. \$2 per M for regular distributing, extra charge for fine literature, lithographs, posters and circulars designed for special classes. We guarantee to reach the right people without waste. Sworn statement if required. References, Alexander & Co., Bankers; Dun & Co. VALLEY DISTRIBUTING CO., Monongahela, Pa.

PRINTERS.

ARTISTIC printing and steel die embossing at low prices. ATOZ PRINTING CO., South Whitley, Ind.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

J. E. RICHARDSON, printer to advertising agents and others requiring good work from good type and good ink. 249 Pearl St., N. Y.

PRINTERS need our new Touraine old style Italic, Priory Text and new 6-point sizes of Jensen old style and Jensen Italic. They will satisfy the severest critics. AM. TYPE FOUNDERS CO.

MISCELLANEOUS.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

PILES cured quickly and permanently by Dr. Brown's Pile Cure. Used by many physicians in practice. Price 25 cents.

CATARH and the headaches it brings relieved, and permanently cured. Hay fever and asthma vanquished by Dr. Brown's Cure. Price 25c.

BALD HEADS and gray, faded hair cured. Month's trial 25c. All by mail. Address BROWN MED. CO., DEPT Y, Youngstown, Ohio.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

AMERICAN HOMES, Knoxville, Tenn.: 1 yr. \$1, including 40-word ad. Disp. 150,000 lines.

40 WORDS, 5 times 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 5,000.

ADVERTISERS' GUIDE, New Market, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free.

REPUBLIC JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

8 PAPERS, 240,000 homes, don't duplicate circulation, low advertising rate. Write to THE RELIGIOUS PRESS ASSOCIATION, Phila., Pa.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,398. A good country paper at a great trade center.

THE YOUNGSTOWN SUNDAY NEWS offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 20c. inch. Address NEWS, Youngstown, O.

THE TIMES UNION, of Albany, N. Y., is the leading paper of the capital city. Its paid circulation is larger than that of all the other Albany dailies combined. As an advertising medium it is unequalled. JOHN H. FARRELL, editor and proprietor.

REACH OREGON, Washington and Idaho progressive farmers via the WEBFOOT PLANTER, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANTER CO., Portland, Ore.

10,000 UNION MEN READ THE "UNION AGENT" EVERY MONTH. Official organ of Kenton and Campbell Counties, Ky.; trades assembly; delegate body of twenty-three local labor unions; correspondence solicited from advertising agents and those who want results. Address UNION AGENT, Covington, Ky.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

TO ADVERTISERS.

WE publish the NEW YORK MUSICAL ECHO, consisting of 32 pages and cover—pages 12-14—containing portraits of actresses, vocal and instrumental music.

If you want to contract for 500 copies, you to take them as you want them, we will give you the back page for your advertising and charge you six cents a copy for the ECHO. You could not give away anything to your lady customers that would be more pleasing than the NEW YORK MUSICAL ECHO. Address

NEW YORK MUSICAL ECHO CO., Savannah, Ga.







# People in the trade express opinions.

I always keep on file the American Newspaper Directory, and consider it the standard authority. Any publisher that does not get a correct rating has no one to blame but himself, and where it is not done it is because the publisher don't want the truth to be known.—*Stanley Day's Advertiser's Guide*, July, 1898.

The June issue of the American Newspaper Directory is well printed, contains 1,312 pages, and, aside from its accorded ratings, is a valuable book. *Newspaperdom* has been omitted from the list of class publications in the back of the book, and the editor of the directory has assigned to it the rating "JKL," which means "Estimated at less than one thousand circulation." While we do not favor the method of the editor of the directory, we are inclined to view the book as a model in so far as it deals with informative matter outside of the domain of circulation.—*Newspaperdom*, New York City, June 16, 1898.

The American Newspaper Directory is perhaps generally considered the most elaborate publication of its kind. The March issue is put out in the usual style, and contains nearly 1,350 pages. Whether publishers agree with the methods pursued by George P. Rowell & Co. or not, it is confidently claimed by them and their friends that no newspaper which makes a statement of circulation according to the form prescribed by them fails to have credited in this Directory such statement, unless, perchance, it may be such a flagrant misstatement as not to be entitled to credit. As the *New England Editor* has previously claimed, it believes that it is the best policy for every newspaper to make a truthful and adequate statement of its circulation to the publishers of every newspaper directory in existence. A large number of general advertisers depend more or less for their information concerning circulation upon one or the other of the numerous newspaper directories. A considerable number of these prefer the American Newspaper Directory, because of the well-known sleuth-like methods of its publishers pursued in obtaining circulation statements. It is, therefore, a mistake for publishers not to give this Directory the circulation statement requested by them. There is no denying the fact that this Directory is improving with each quarterly issue.—*The New England Editor*, May, 1898.

I have yet to find the first legitimate concern that can find any fault whatever with the methods you pursued in regard to this Directory. As for myself, I really feel that it can be depended upon in the rating of the different papers.—*M. P. Gould, Publisher of Ideas*, a publication devoted exclusively to drug advertising, New Haven, June, 1898.

The June issue of the American Newspaper Directory, consisting of over 1,300 pages, is before us. It is an epitome of newspaperdom, a vast, comprehensive consensus of information, and an indispensable adjunct of every intelligent advertiser's library. It costs \$5, is worth \$25, and can be had by addressing Geo. P. Rowell & Co., No. 10 Spruce street, New York.—*The Billboard*, Cincinnati, July, 1898.

*Press and Printer* acknowledges with pleasure the receipt of a copy of the June issue of the American Newspaper Directory for 1898. We are glad to have it because we wanted it, because it's a good Directory, and because we have use for it. The writer has never known an instance of wilful misrepresentation in it. It is published honestly, and I don't sympathize with those who kick about it. But whether the circulation credits in it are or are not biased by advertising considerations, the fact remains that the book meets the purposes for which *Press and Printer* uses it, and, to say the least, we don't think there is any better directory published.—*Press and Printer*, Boston, June 25, 1898.

We are in receipt of the June edition of The American Newspaper Directory, published quarterly by Geo. P. Rowell & Co., New York. A careful perusal of the same convinces us that this is the peer of all newspaper directories and well deserves the success it has attained during its thirty years of publication. This long experience enables its publishers to place before the advertisers the best and most reliable information to be had at any price. It is kept strictly up-to-date, and every advertiser, large and small, should have a copy, as a thousand opportunities occur to refer to such a directory, thus saving time and expense in securing the same information through other long and tedious channels.—*Up-to-Date Distributor, a Journal for Distributors and General Advertisers*, July, 1898.

**The JUNE issue of the American Newspaper Directory is out of print, but the next edition will be ready for subscribers on THURSDAY, SEPTEMBER 1st, 1898.**

# Street Car

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Which road gives the best value for the money expended in advertising?

*The Brooklyn "L."*

Why?

*Many reasons! Best service, most passengers, biggest display.*

How much a month?

*Cheap! 297 cars, \$100 a month for a card in all.*

What size card?

*16 by 24 inches.*

Bigger than the ordinary kind?

*A great deal—others are 11 by 21 only.*

How are they displayed?

*In curved racks—attractive, neat, forcible.*

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**GEO. KISSAM & CO.,**



# Catechism.

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Many advertisers there?

*Yes—dozens of the cream of the country.*

Profitable?

*Very big results at a small cost.  
Greatest advertising on earth.*

Who else says so?

*Those who use it—they like it—stick to it and advise others to use it.*

Do the cars go over the bridge?

*They do—and it makes the advertising twice as effective.*

Then there's an advance?

*No—price is the same although the value is doubled.*

Any other particulars?

*Yes—but get them by mail. There are too many good points to give them all in this one advertisement.*

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253 BROADWAY, N. Y.



# STEADILY GROWING IT REACHES HOMES AND The Topeka

Average Circulation for June, 1898: - Daily, 12

Average " First Six Months 1898: " 12

EXCLUSIVE OF WAR EXTRAS

Average Circulation for 1897: - - Daily, 10

## POST OFFICE FIGURES.

Showing Newspaper Postage Paid  
in Topeka for First Six  
Months of 1898.

The Capital Pays 54 per cent of the Whole,  
or \$373.40 More Than All the Other  
40 Papers Together.

## THE CAPITAL

1. State Journal
2. State Journal, weekly
3. Democrat, daily
4. Kansas Farmer, weekly
5. The Advocate, weekly
6. The Mail and Breeze, weekly
7. Fulcrum, weekly
8. The Kansas Telegraph, weekly
9. Merchants' Journal, weekly
10. State Ledger, weekly
11. Medical Journal, weekly
12. Western Odd Fellow, weekly
13. Western School Journal, monthly
14. Kansas Worker, monthly
15. High School World, monthly
16. Kansas F. A. & I. Union, monthly
17. Saving Health, monthly
18. Poultry Breeder, monthly
19. Baptist Visitor, monthly
20. Poultry West, monthly

## THE CAPITAL IN EXCESS OF ALL THE OTHERS



SOLE  
AGENTS  
FOREIGN  
ADVERTISING.

The S. C. F.

THE ROOKERY,  
CHICAGO.

ACHES THE BEST CLASS OF **KANSAS.**  
ES AND FARMS THROUGHOUT

# eka Capital

Daily, 14,192; Sunday, 15,100; Semi-Weekly, 16,125.

" 12,014; " 13,138; " 16,112.

XTIAS AND UNSOLD PAPERS.

Daily, 10,524; Sunday, 11,439; Semi-Weekly, 15,953.

**CAPITAL, - - \$2,547.57.**

**\$2,174.17**

21. Kansas Children's Home Finder, monthly
22. Protector, monthly
23. Ancient Order of Pyramids, monthly
24. Western Veteran, monthly
25. Forsamlingen Budbarare, monthly
26. Kansas State Notes, monthly
27. Gleanings, quarterly
28. The New Woman, monthly
29. The American, weekly
30. The Washburn Review, weekly
31. Western Pigeon Review, weekly
32. Barks and Cackles, weekly
33. Kansas Messenger, weekly
34. Kimball Family News
35. Spirit of Kansas, weekly
36. Colored Citizen, weekly
37. Christian Blade, monthly
38. Shorthand for Everybody, monthly
39. Ancient Order of Pyramids, monthly
40. Topeka Monitor, quarterly

**OTHER 40 PAPERS COMBINED, \$373.40.**

**S. S. Beckwith Special Agency,**

**TRIBUNE BUILDING,  
NEW YORK.**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure: display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: No. 10 SPRUCE STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

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NEW YORK, JULY 20, 1898.

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THE Loving Cup was awarded to Mr. F. James Gibson, advertising manager for A. A. Vantine & Co., New York City.

NEW YORK newspapers might profitably learn a lesson from their more intelligent brothers who do business in the Middle West—the publishers of Chicago dailies.

AMONG Mr. A. Frank Richardson's papers of "known circulation" is the *Elmira, N. Y., Telegram*, which entitles itself to a place in the list by laying down the hard and fast principle that under no circumstances will it let anybody know how many copies it does print.

THE jack of all trades is master of none. Herein lies the fallacy of the advertising specialist who claims to know everything.—*Ad. vertising Experience.*

The real advertising specialist does not "claim to know everything." All he claims is that he looks at a business from the standpoint of a customer, and sees at once the points in which the customer is apt to be interested, which are rarely identical with those which the advertiser himself thinks most important. The adwriter supplies the purchaser's point of view, and asks the same questions in regard to the product that the possible purchaser would ask; the merchant supplies the information; together the two succeed in making a good announcement, which would be an impossibility for either one of them—alone.

WHY do not theaters use display announcements like the advertisements of soap or baking powder? Has any theater tried it, and with what result?

IN dealing with the Stereotypers' Union, the publishers of Chicago showed themselves manly and set an example for their brothers in every other city.

IF a traveler be shown the right road to pursue he has more practical help in his journeying than if he be told of fifty wrong ways that he must avoid, while still left in doubt as to the one safe way. Letting in a single ray of clear sunlight gives more cheer in a room than trying to shut out a hundred tons of darkness.—*Sunday School Times.*

When an advertiser has grasped the underlying principles of advertising, a host of false ideas, opinions, methods and mediums which would otherwise appeal to him pass him by without affecting his course. The Little Schoolmaster has always fought dogmatism; it believes that all advertising is amenable to certain broad general rules, but that details must always be left to the individual space user. It has pointed out the "right road," but has always deprecated any attempt to step over every stone for the advertiser. The infant that is not allowed to attempt to walk without aid will never develop sufficient strength or temerity to walk at all.

THE best advertising medium in New England is the *Boston Globe*, and *PRINTERS' INK* has sometimes thought the management of the *Boston Globe* came about as near being perfectly honest and consistent as that of any paper in the United States, always excepting Mr. Lawson's publications in Chicago. It is a fact, however, that the *Boston Globe* charges advertisers by the line, but measures up advertisements with a deceptive measure that compels an advertiser to pay for more lines than the paper has given him. Col. Taylor and his father, Gen. Taylor, are great and noble men. They have drifted into a practice that needs investigation and reform. They are, however, the very men to right an evil just as soon as their attention has been called to it. The Little Schoolmaster believes that the Messrs. Taylor, up to this moment, have not been conscious of the unbusinesslike method that lingers in their office—a survival of the time before the point system superseded the old-fashioned designations of agate and nonpareil.

## HATS AND FURNISHINGS.

Office of  
THE SPRINGFIELD METALLIC CASKET  
Co., Manufacturers of Patent Metallic  
Burial Cases and Caskets.  
SPRINGFIELD, Ohio, July 1, 1898.

Editor of PRINTERS' INK:

Will you please furnish me with a list of a few of the leading journals pertaining to the hat and gents' furnishing business, and by so doing you will greatly oblige, yours truly,

JAMES A. BOLAN, Box 646.

The *American Hatter*, published in New York City, is the principal, if not the only, journal devoted to hats. Of publications dealing with furnishing goods, the American Newspaper Directory gives the following list:

ILLINOIS.

Chicago, Apparel Gazette, semi-m'thly, 2,250\*

NEW YORK.

New York, Clothiers' and Haberdashers' Weekly, 3,020  
Men's Wear, semi-m'thly, 1,000\*  
American Tailor and Cutter, monthly, 5,212  
Cloak and Suit Review, monthly, 3,833  
Cloaks and Furs, monthly, 1,500  
Clothing and Furnisher, monthly, 3,584  
Cramer's Cloak Journal, monthly, 2,250\*  
Herald of Fashion and Journal of Tailoring, m'y, 2,250\*  
Sartorial Art Journal, m'y, 8,237

\* Estimated as exceeding the number given, in the absence of definite information from publisher.

The Little Schoolmaster is glad to give the information sought, although he can not refrain from wondering why a manufacturer of caskets, who deals with an altogether different style of covering for the body, is interested in such publications.

## TWO MODEST NEWSPAPERS.

PHILADELPHIA, July 13, 1898.

Editor of PRINTERS' INK:

We have a bet in regard to the circulation of the New York *Sun* and the New York *Herald*, and would like to have authentic information as to which of them has the largest circulation. We inclose you herewith stamped envelope, addressed for your reply, and trust that you will give us this information, for which we thank you in advance. Very truly,

SCHAUM & UHLINGER.

Each claims to have double the circulation of the other and neither will tell how many. You will have to take your choice.

## A DELAYED TESTIMONIAL.

Four years ago I thought I knew everything under the sun about advertising. I began reading PRINTERS' INK. Now I know that I knew nothing. Respectfully yours,

ANNIE PARTLAN.

114 East 18th street, N. Y.

The Little Schoolmaster is somewhat in doubt whether to take the foregoing as a kick or a compliment. It is very good either way.

## PLAYS THE ADVERTISER FOR A SUCKER.

The *Freeman's Journal*, when requested to state what circulation they offered for the money, replied: "So many publishers do not hesitate to grossly misrepresent their circulation that one who makes a truthful representation is at a disadvantage, and for that reason we prefer not to state the number of copies issued."

The editor of the American Newspaper Directory, when shown the above item from Stanley Day's *Advertiser's Guide* for July, said: "That is a defense frequently set up by papers whose circulations are smaller than is generally supposed." And he added: "I never knew that claim to be urged by a publisher who was not personally attempting to take advantage of the ignorance of advertisers and get credit for a larger circulation than a truthful statement would show him to possess."

Since the above was written the editor of PRINTERS' INK has had personal knowledge of a claim being put forth by a direct representative of the *Freeman's Journal* to the effect that the regular edition of that paper is 53,000 copies weekly. The editor of the American Newspaper Directory says that he will pay \$25 to any person who will prove to him that the regular issues of the *Freeman's Journal* have been so much as one-quarter of 53,000 during the past twelve months, the past twelve years, or the last twelve weeks.

## A GOOD POINT.

Nothing should be remembered so constantly as the fact that an advertisement may effect the loss instead of the acquisition of a customer. This is the side of advertising which is almost universally ignored. As Ruskin says of Dore's illustrations: "They are bad—bad with fearful power." An advertisement may not only fail to attract business, but it may be a positive force to drive it away. This is what makes the construction of an advertisement a work of skill and experience. How to attract the greatest number and to avoid alienating any involves not only a fine discrimination of public feeling but a decided genius for satisfying it.—*Art in Advertising, New York.*

## FOUR DISTINCT ASSERTIONS.

Four-fifths of all newspaper reading is done in the evening—whether the paper read is published in the morning or in the evening.

The principal argument in favor of advertising in a Sunday morning newspaper is that people have time to read on Sunday.

In every large Eastern city in the United States the evening newspaper carries more advertising of dry goods, cloaks, suits, gloves, millinery, and things which women use, than the morning papers do.

Women always read a newspaper in the evening; they only glance at it in the morning. Ask your women customers about this.—*Los Angeles Evening Express.*

## NEW YORK EDITORS AND DAILY PAPERS.

The editors of the leading daily papers of New York City are mostly men of fortune. Mr. Bennett, Mr. Reid, Mr. Pulitzer and Mr. Hearst are ranked among the millionaires, while Mr. Dana, Mr. Godkin, Mr. Einstein and Mr. Ochs are wealthy. At least one-half of the more prominent editors in the city are elderly men, by which it is to be understood that they are beyond or very near the age of sixty; and, of the rest, there is one in the forties and there is one in the thirties. They are all men of excellent personal appearance.

There is no man of very marked mental superscription in the editorial chair of any of the New York daily papers at this time; no such an one, for example, as Horace Greeley, the founder of the New York *Tribune*; or as the elder Bennett, who founded the New York *Herald*; or as the late Charles A. Dana, who was the editor of the New York *Sun* from 1868 until his death last year; or as General Webb, who was the dominator of a New York journal that has long been defunct. Nevertheless there are what Thomas Carlyle called "able editors" in the chairs of the metropolitan papers.

The oldest editor of any of the leading journals of New York, so far as term of service is concerned, is Mr. Whitelaw Reid, of the *Tribune*, who, in 1872, took the place which had become vacant through the death of Horace Greeley. Next in order comes James Gordon Bennett of the *Herald*, the namesake and successor of his father, who died in 1872; next, Mr. Joseph Pulitzer, of the *World*; and next, Mr. Edward L. Godkin, of the *Evening Post*. After these four elders among the editors are named, we must wait years for the newer names among the living: Mr. Einstein of the *Press*, Mr. Ochs of the *Times*, Mr. Hearst of the *Journal*, and Mr. Paul Dana of the *Sun*, the last named of whom has held his chair for but a few months. There are in the city sundry editors of daily papers, both morning and evening, other than those already designated. There are Wall Street organs of a purely financial character, and also organs that are exclusively mercantile, and likewise a half dozen afternoon publications; but it is to be said that the editors of them seem to

prefer obscurity to exaltation, and are not often ranked among the powers.

Mr. Whitelaw Reid of the *Tribune* came into full control in the same year that Mr. Bennett inherited the *Herald*; but he had edited the paper for several years before that time, or before Mr. Greeley's death in 1872. He is a native of the State of Ohio; he has passed the three score mark in life; he is tall and of slight figure; he is gray-bearded; he has excellent features, and his countenance is expressive of amiability. He is a man of courtly manners and diplomatic address, yet free of speech when in the company of trusty friends. He possesses scholarly aptitudes, and is the owner of an exceedingly fine library, which is very rich in the French classics. For a number of years he has not enjoyed health; yet he is full of nervous energy, is a sedulous editor, is a ready speaker on festive occasions, is a jaunty equestrian, and a constant entertainer of his friends at his grand domestic establishment in the country. An Ohio rustic in his youth, he has been a favorite of fortune. He is rich; he owns an important journal, besides an extensive and beautiful domain; he was for several years the American minister to France; he was a candidate for the office of vice-president of the United States in 1893, when Benjamin Harrison was the presidential candidate for a second term; and last year he held the place of special ambassador at Queen Victoria's Jubilee, as the representative of President McKinley. No other New York journalist, living or dead, has ever received public honors as distinguished. As an editor and a politician, Mr. Reid is exceedingly conservative. He is a Hamiltonian, not a Jeffersonian. His journal upholds the powerful; it favors the possessors; it is the adversary of those ideas that underlie what are called "advance movements"; it caters not to that social strata which has come to be known as the populace; it is always strait-laced, except when its editor loses his temper. In the performance of his editorial service on the *Tribune* Mr. Reid is vigilant and discreet. He knows every man's work; he prescribes themes and revises manuscripts. He directs the larger matters and the lesser, the thought and the policy of his paper, as well as the details of its form.

New Yorkers have less knowledge



of the intellectual endowments of Mr. Bennett than of those of any of the other editors of the leading papers of the city, for the reason that he has lived abroad, mostly in France, nearly all the years of his manhood, and also because he has never sought to impress his personality upon the *Herald's* pages, or been a writer for it. He is the master of it, the owner of it, and the recipient of the great revenues that accrue to him from it; but his spirit does not permeate it, nor are his idiosyncrasies to be ascertained by the perusal of it, unless, indeed, inferences may sometimes be drawn from the nature of its contents. He follows largely the lines that were laid down by his Scotch father, though anything resembling the capricious writings of the latter have not been seen in it since it came into his hands. The *Herald's* hobby is the "news"; its owner cares but little for editorial articles. He wants events and incidents, not disquisitions. In his view, the daily record of the world's occurrences is journalism, and the whole earth should be raked every day of the week for "news," as to the significance of which the readers of the *Herald* are left to make up their own mind. In this respect he differs from nearly every other American editor, to whom a journal is a vehicle for thought as well as a carrier of chips. Hence the *Herald's* editorial page is ordinarily vacuous; it is hardly ever influential; and yet, during the course of a year, one may occasionally find in it a highly meritorious editorial article. Not long ago Mr. Bennett told an acquaintance that he entertained the purpose of abolishing altogether the *Herald's* commentary department, as it seemed to him useless. Mr. Bennett is about sixty years of age; he is of good size and figure, and is yet vigorous; he has a manly face, a well-rounded head, gray hair and mustache; his features are regular and strong; he dresses stylishly; he looks like a man who has had plenty of experiences in life. He lives in high fashion abroad; he is the companion of princes and nabobs; he is the owner of estates, mansions and yachts; he is, or until recently was, a bold sportsman. He has been the subject of tales unnumbered that circulate in the newspaper offices of New York. It is believed that he is a bachelor, but his name has often been associated with marital rumors. It

appears that Mr. Bennett does not desire that he should be personally known, or any more than a name, either to the readers of the *Herald* or to the community at large; and this desire he surely has the right to entertain. The managers of his interests in New York, however, and the members of his journalistic staff are made aware that he looks after the *Herald* and is the dictator of its course. He uses the Atlantic cable daily for their instruction, and they use it daily in making reports to him. It is doubtless true that, in a large sense, Mr. Bennett is the editor of the *Herald*.

The next name on the list of the older chiefs of New York's daily papers is that of Mr. Joseph Pulitzer, the editor of the *World*, a paper which he purchased fifteen years ago, when it was an organ of vanity and Toryism. He is of Hungarian birth; he is possessed of American energy; he is of Hebraic stock; his features are of an eminent type; he has a face that strikes and interests every beholder; there are strength, thought and the executive qualities in it; there are, if one might so speak, brains and life in it; it is expressive of the very marked characteristics of his mind; it is the exponent of severity at one time and of complacency at another. When you look at it you see the genius of the editor who made the *World* what it is to-day. He was physically strong and very lithe when he came to New York from the West in 1883, but since that time he has been a sufferer from nervous prostration, and in later years has had to bear a more grievous calamity in the almost total loss of eyesight. Notwithstanding these misfortunes, he is still perhaps the most strenuous editor of any daily paper in New York. Early in the day and far into the night he is on duty for the *World*, whether he be in the city or out of it. He believes that the editor of a paper should edit it, and every part of it—its leading articles, its reports, its humor and its pictures. He puts all the elements and the forces of his mind into his paper. He is a maker of big things, a man of suggestions, novelties and sensations. He has won the success which he desired, the fortune which comes with success and the power which comes with fortune. Before Mr. Pulitzer got hold of the *World* he had experienced the hardships of life. When he arrived in this country, after undergoing

various trials in his native land and in France and England, he was a poor young wanderer less than twenty years of age. He earned a living as best he could. When the Civil War broke out he entered the army of the Union as a cavalryman in a Missouri regiment, served in it till peace was declared, returned to New York, and then, as he himself is always willing to tell, worked at anything that turned up, getting his food in the cheapest eating houses and sleeping sometimes on a bench in a public park. Back he went to Missouri, where he found employment as a reporter for a St. Louis German paper, and after a time was elected to the legislature. Once more in New York, he secured possession of the impoverished *World*, in which his talents were at once made manifest. He "struck out," as the saying goes. His life was centered in his paper; he put his nervous system to the severest test. He rattled the dry bones of his contemporaries. It was his aim to make his paper the mouthpiece of the masses. He formed new plans, drew new lines and took a new path. In a few years the paper had scored a success and had become a power in the city. It wavered at times, in a moral sense, and sometimes it lacked both pertinacity and audacity; but, for all that, it grew bigger and circulated more extensively, year by year. For more than a decade of years or until a recent period of time, since which perhaps it has suffered from competition. Mr. Pulitzer is the only one among the editors of New York daily papers who served as a soldier during the war; he is the only one among them who has ever borne the pressure of poverty; he is the only one of them who, alas! is unable to read the paper of which he is the editor. It is through his hard work, his quickened brain and his native talents that he has been enabled to climb the golden ladder.

Mr. Paul Dana, the new editor of the *Sun*, has seen fewer years than any of the editors who thus far have been sketched here. It was after the death of his accomplished father, Charles A. Dana, in October last, that he took the vacant chair in the *Sun* office. Some of the New York papers have spoken of him, in a disparaging way, as a "young man"; but this is unfair, for he is well along in life, being over forty-five years of age. He is a good many years older than was his father

when he became editor of the paper and a power in public affairs. Moreover, he was trained for a career in editorship, and gained editorial experiences as his father's assistant for years. He had served an apprenticeship in the craft of editing before he became ruling editor; he had gained practice in the handling of the tools of the craft; and when last year he assumed those responsibilities that are related to the editorial chair of a daily paper in New York he was familiar with the duties imposed upon him. Mr. Dana is a fine-looking New Yorker, well-featured, tall, a hetic, agile and healthy. He is a Harvard man; he is acquainted with several modern languages; he has traveled extensively and he is the possessor of a rich inheritance. Mr. Dana has been in the editorial chair for too brief a period of time to enable any one to form a trustworthy estimate as to the measure of distinction he may yet attain, but his talents will not be hidden, and it is to be hoped that they will be put to good account. His mind may not be like that of his father, but his field of opportunity is large enough to satisfy any man's desire.

Two or three years ago a rich young Californian, Mr. W. R. Hearst, a graduate of Yale, came to New York, purchased a daily paper, the *Journal*, which, as Grover Cleveland might say, had fallen into a state of "innocuous desuetude," and took its editorial chair. He is the youngest man among the editors of the daily papers of New York, being not much beyond thirty years old. He had previously, as the inheritor of a San Francisco newspaper, gained some knowledge of the business of editing, and he had many talents in his head as well as in his purse. His ideas of journalism were at once embodied in his New York venture; his personality appeared upon every page of it; his method of conducting it was designed by himself. The *Journal* is a bouncing and shouting young vandal. It is a hatter not to be beaten. It carries "sensationalism" to an extreme. It works up incidents in a way that astounds the simple mind. It strives to outdo all its contemporaries. Its pages are decorated with pictures of every variety, grave and droll. It seeks the favor of the commonalty. It possesses an unusual measure of political independence, and desires to lead rather than follow its party. It prints

lots of funny and satirical t'ing'. Its editorial page occasionally contains thoughtful and praiseworthy articles. Taken all in all, the New York *Journal* is a notable thing in metropolitan newspaperdom. Mr. Hearst belongs to a family of California millionaires, and he owes his success in New York largely to the freedom with which he expends his wealth for his paper. He is a young man worth looking at. He is an enthusiast in his chosen business, and is a close and steady worker at his editorial desk, often carrying his labors far into the night, and constantly supervising the affairs of his office. During his few years in New York he has not figured at all in public or in society. He stays out of sight, absorbed in the enterprise to which he has given his name and fortune.

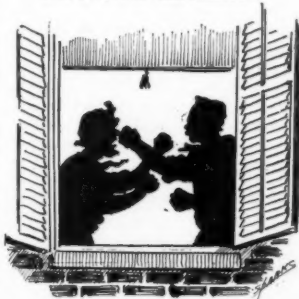
Any account of the chiefs of the daily papers of New York must contain the name of Edward L. Godkin, the editor of the *Evening Post*, who is the oldest man among them. He is a native of Ireland, is not far from seventy years old, and has been a resident of New York for forty years. He is of Anglican stock and of Hibernian spirit. He is a stern-looking graybeard, of medium height and strongly built. In his early life he was a student at an Irish college, and he took a course in law after he came to this country. He began his newspaper career in England as a correspondent for a London daily paper; some time after he got to New York he became the editor of a weekly paper; and for about twelve years he has been the master spirit of the *Evening Post*, which owes its reputation to his pen. He is the only New York editor whom Harvard has honored with the title of LL.D. There is not in New York a newspaper writer of greater potency than Dr. Godkin. As a combatant he is unsurpassed. One does not need to accept his views in order to be entertained by them. He is possessed of a caustic humor that is apt to wound its victim and to make other sinners smile. When he deals with his favorite hobbies, such as free trade, civil service reform, mugwump-ery, and anti-jingoism; or when he handles the political bosses; or when he wrestles with a feeble minded Congressman; or when he pursues an adversary of any size; or when he breaks out against any one whom he regards as a humbug, there is sure to be fun for the spectator. The circulation of

his paper is not as large as that of some of its evening contemporaries; the paper is printed for that part of the community which likes to be known as the "intelligent class." Dr. Godkin is a man of moral independence, a man of scholarly tastes. He has not the qualities that appertain to a popular leader or to a politician, but he is a force in the press of New York.

The proprietor of the *Times* and the proprietor of the *Press* are not, in a strict sense, the editors of their papers, though doubtless each of them is the director of the course and policy of his paper. Neither Mr. Ochs of the *Times*, nor Mr. Einstein of the *Press*, gives the public any idea of his mental caliber or his personal traits in its pages. Both of them are men of practical ability and unusual shrewdness; both are Israelites and both are experienced business managers. The editorial staff of each of the papers named is made up of skilled and salaried quill-drivers, who, however, remain anonymous so far as the public is concerned, and who, it is supposed, do not seek for notoriety. Neither the readers of these papers nor the community have the opportunity of gaining much knowledge of the writers for them, but there is no doubt that both Mr. Miller and Mr. Wardman are men of talent. As for the four or five evening papers that have not been named, there is not anything of interest to be said about them. Their owners are not their editors; the reputation of their writers is bounded by the walls of the sanctum.—*The Chautauquan*.

THERE must be harmony between the article advertised, the medium used, and the advertisement employed.

#### ILLUSTRATED EXPRESSION.



"A STRIKING WINDOW DISPLAY."

## TERRITORY FOR A NEW ARTICLE.

No advertiser should try to cover a large territory without being thoroughly prepared to do so. In every bit of territory he attempts to cover, he should use enough different mediums to convince the buying public of the merits of his goods, and to keep his goods continuously in people's minds. But first he should have his goods within reach of everybody, and if the character of the goods permits of it, he should introduce them into every household by the distribution of samples. The method outlined here is of course intended for articles to be sold in stores.

As to choice of territory in which to begin, it is best to take first that in which conditions are most promising for success. Many articles are sold to the largest extent in the city, others in the country. Climatic conditions have a great deal to do in fixing the tastes and habits of people. All of these things should be considered in choosing territory. For instance, the South is a fertile field for patent medicines; another part of the country for something else, and so it goes.

So the advertiser should select one State which he thinks will give him the best returns, and cover that thoroughly before he spreads out into others. Then in this State he should take the most promising city or town first and cover it completely, and become as thoroughly established there as he hopes to be eventually in the whole country. Before he leaves this place for the next point, every possible customer and dealer in the place should be made familiar with at least the name of the article, and sufficient permanent advertising should be arranged for to keep the article constantly before everybody. This thorough introductory work, carried from point to point and State to State, gives a solid foundation to the advertiser's business and brings quicker returns on the money invested in advertising than any other method. This section by section method often makes the advertising pay for itself as it goes along.

But many advertisers go at it in a very different way. They see the extensive general advertising of the well-established concerns in their own lines and imagine if they do exactly the same kind and amount of advertising,

that they will leap at once into the same prosperous condition in which they find these firms. They forget that it takes time to establish a reputation, and that the success of a well-established concern represents years of preliminary work which has been full of endless details.

Suppose the new advertiser whose article must be sold in the store does spread his advertising in general mediums all over the country from the beginning. Unless his article can be profitably sold by mail as well as in the store, he will be wasting a large part of this advertising.—*E. B. Mower, in Advertising Experience.*

THE owner of the *Ceramic Monthly* complains that advertisers do not take kindly to a publication issued in the interest of amateur china painters, and which should, he thinks, be a good medium for the advertisements of artist's materials and that sort of thing. He finds that dealers bestow their patronage on publications not so well adapted to their purposes, but with larger circulations. The explanation is not far to seek. Publications of limited circulation necessarily charge far more for space than an advertiser can afford to pay. Such a periodical should be owned and edited by some man of assured income who lacks occupation and desires to nurse a hobby. To him it will provide an avocation and a genteel method of expending his surplus. So situated he pursues his way in peaceful placidity, conscious of doing good and having his sufficient reward in the belief that when he dies there will live after him—not his magazine, but half a dozen more or less complete or incomplete, bound and unbound sets, highly valued by owners who will look lovingly at them once a year, perhaps, and whose sons or grandsons will eventually present them to a public library or add them to a dust heap.

### HOW EASY IT SEEMS.

When you wish to write a good ad—one that will convince buyers that your store is loaded with bargains—just tell your story in a matter of fact way, use plenty of common sense, and be sure to tell the truth.—*Up to Date Ideas.*

### A DESIRABLE COMBINATION.

#### INFALLIBLE PILE OINTMENT.

Mack, a positive cure for piles in one to five days; known cases of twenty years' standing cured in three days; sold only at McLean's restaurant, 2nd ave., Coney Island; sent everywhere on receipt of price, \$1.00.

## HOW MATCHES MIGHT BE ADVERTISED.

By Charles Paddock.

I do not know how many match manufacturers there are in this country, but I do know that there are some remarkably bad brands of matches, and a few good ones. It seems to me that the good ones might be successfully advertised and crowd the worthless matches out of the market. As no general advertising is done, however, and no demand created for the good matches, the inferior goods are enabled to rank with the best, and, since they yield the dealer a much larger profit, the people are apt to have poor matches thrust upon them.

So long as the manufacturer of really meritorious goods permits inferior goods to be placed in the market in competition with his own, without advertising the superiority of his brand, so long will the market continue to be

matches in the dark and find that five out of six break off short before a light is secured. We, who are un-

## A SURE STRIKE

You'll find no damp or defective heads among the famous "American" Matches. They are all honest goods, cut from split pine logs, strong and reliable. Strike easily and give out no offensive smell. Never mind what your grocer or dealer offers you. Insist upon having the only thoroughly honest match on the market,

## The "American" Match

fortunately more familiar with these bad matches, know that our language on such occasions would not look well in type. For all practical purposes such matches are worthless and are dear at any price, but the fact that so many of these inferior brands are on sale is the fault of the makers of good matches, who are too timid, too lazy or too indifferent to advertise.

When it is borne in mind that matches are one of the few articles of universal use and that their sales are continuously large, it will be understood that the advertising field is really the entire country. The idea of advertising in such a broad territory, however, might be objectionable to the match manufacturer, but he should remember that an English match firm (Bryant & May) advertised in almost every publication in Great Britain, besides doing an immense amount of

## EVERY ONE HAS A HEAD

There are no missing or faulty heads in a box of "American" Matches. Every one is well and truly made of strong wood. No "wasters," no dissatisfaction. Guaranteed to be free from offensive odor. Strike easily and give lasting light.

Be sure to insist on having

## THE "AMERICAN" MATCH.

flooded by cheap and worthless "fake" goods. The maker, as an expert, may be perfectly certain of the superiority of his goods, but the public can not be expected to know the difference in qualities before buying, unless it is told, and the only way to tell it properly is by newspaper advertising. Of course this costs money, but it also brings a lot of money back.

There are not very many points to be made in favor of matches. The chief ones are the ease of striking, the strength of the wood and the absence of odor. Cheap, or rather common matches—for there is very little difference in price—are conspicuous for the rottenness of the wood, the difficulty of striking and the offensive odor they give when struck. We are not supposed to know what women say, or try to audibly think, when they are attempting to strike these common

## DON'T BREAK IN THE MIDDLE

Only poorly-made matches do this—the kind that are made from rotten lumber. Be on the safe side. Get a strong and well-made match. Ask your dealer for the best brand known,

## THE "AMERICAN" MATCH.

outdoor display, such as painted signs, posters, omnibuses, etc., and that, after a few years of such costly pub-

licity, they practically had and still have the monopoly of the match business in the United Kingdom.

The writer has been credibly informed that in the space of three or four years the firm of Bryant & May expended over one million dollars for advertising purposes, but it was a well-spent million, and though that is long ago and their advertising has since been very light, they are to-day deriving vast benefits from that enormous expenditure. The firm name is a household word almost all over Europe and throughout the various English colonies. And yet the price of these matches is one cent per box! Just imagine the vast sales that must be annually made to pay past expenses and make a present profit! In this connection it may be said that both the original members of the firm became millionaires.

A few suggested samples of how

## IT'S A GOOD MATCH

There is strength in the stem of the "American" Match. It is made of split pine wood and won't break in the striking. It is odorless, strikes easily and involves no waste. Gives a quick and brilliant light. Be sure and ask your dealer for

### THE "AMERICAN" MATCH.

matches might be advantageously advertised in this country are given in this article for the benefit of those who may be interested.

### THE "ATLANTIC'S" VIEW.

The absence of illustration in a magazine is in many ways a distinct advantage to the advertiser. At a time when advertising has called to its aid the best of artistic talent, and the illustrations and decorative designs in them rival in beauty those contained in the text, the advertising pages of an unillustrated magazine show to particularly good effect and form an attractive feature which can not be overlooked by any reader. There was, for instance, probably no advertisement printed during the past season which showed out in clearer contrast to the body of the medium than the "frontispiece" advertisement of the Copley Prints which appeared in the *Atlantic*.—*Profitable Advertising, Boston, Mass.*

A JOURNAL that thousands esteem of sufficient value to annually pay the subscription price therefor may be safely regarded as an "A 1" medium for advertisers.—*Carriage Monthly, Philadelphia.*

### THE MOST REMUNERATIVE.

All advertising experts agree that newspaper advertising is the most remunerative compared with its cost. Other devices may offer advantages over the newspaper either in attractiveness or because they are more lasting than a single announcement in a newspaper would be, or because they tell more than would ordinarily be put into a newspaper advertisement by reason of the fact that they offer facilities for illustration or for the use of a larger space than the advertiser would care to buy in a well circulated newspaper. But these advantages are all obtainable either by a larger outlay or at the cost of a large circulation.—*Jeweler's Weekly.*

### RAILROAD ADVERTISING.

Edwin T. Gardner, London agent of the Canadian Pacific, who is on a visit to this country, criticises the advertising methods of American roads, of which he has been making a special study. He says they are not vigorous enough in the distribution of their literature; that they are content to send out small amounts, and allow the remainder to lie around the offices, where it is ineffective.—*Philadelphia (Pa.) Stockholder.*

### STILL COMPARATIVELY USEFUL.

New Reporter—Give me a synonym for "lengthy." I've used the word two or three times already in this item, and don't want to use it again.

Old Reporter—How would "long" do?  
New Reporter—That'll do all right. I knew there was some such word, but I couldn't think of it.—*Chicago Tribune.*

### BUT WILL HE DO IT?

L. H. Crall, the dean of special agents, can tell some interesting stories of his younger days.—*The Hustler.*

# Booklets

## SELL GOODS

when plainly and convincingly written, artistically illustrated and properly printed on the right kind of paper.

I attend to the whole business

—Write, illustrate and print attractive and convincing booklets, and my prices are moderate. Give me an idea of what you want and I will submit a sample booklet, together with a rough sketch of what I think will suit you; which will cost you nothing.

Wm. Johnston, 10 Spruce St., New York.

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalms cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## ALABAMA.

Florence (Ala.) *Herald* (1).—Leading North Alabama newspaper in circulation, news and influence.

## CONNECTICUT.

New Haven (Conn.) *Evening Register* (2).—The actual average circulation of the *Evening Register* for the six months ending April 28 (i. e., before the war) was 10,179 copies; and that during the subsequent three months as follows: March, 10,471 copies; April, 12,006 copies; May, 12,457 copies.

## DELAWARE.

Wilmington (Del.) *Sunday Star* (3).—Excels as an advertising medium. Letters on file from leading business houses showing results, and they still carry space. More original matter printed than any other paper published in the State. Is intensely local and fearlessly independent. Circulation increasing all the while.

## ILLINOIS.

Chicago (Ill.) *Conkey's Home Journal* (2).—Our circulation has reached 60,000, and subscription list continues to grow about 5,000 per month. Every day we hear good reports from our advertisers, and we believe that cost considered *Conkey's Home Journal* is one of the best paying mediums for articles used in the homes and of special interest to ladies.

Chicago (Ill.) *Epworth Herald* (1).—Has a circulation of 117,000. It circulates East and West in the Northern States.

Decatur (Ill.) *Herald-Dispatch* (1).—Daily and semi-weekly. Circulation over 25,000 copies per week.

## IOWA.

Dubuque (Ia.) *Telegraph* (1).—In Dubuque, Iowa, the *Telegraph* has attained the proud distinction of leading all other papers, not only in quantity of circulation, but in quality as well. Its readers are of the best classes, prosperous, industrious and intelligent, and embrace most of the professional, trades, mechanical and manufacturing people—in fact, just the class the judicious advertiser desires to reach. If you desire to reach the people in the city or county of Dubuque and surrounding territory in Iowa, Illinois and Wisconsin, you should use the *Telegraph*, as you can obtain better and more satisfactory results for the money invested than in any other medium.

## KANSAS.

Wichita (Kan.) *Eagle* (1).—Within a radius of sixty miles from the *Eagle* office there will be harvested this year (most of it now in cock and stack) 14,595,451 bushels of grade No. 2 hard wheat. Twenty-five other counties in Southern Kansas will average 500,000 bushels

## EXPLANATIONS.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

each, and six counties in Oklahoma will average 2,000,000 bushels each. The *Eagle* reaches the county seats of all these counties within from one to four hours after publication, and has a greater number of readers than all other dailies—great and small combined—in this field.

## MASSACHUSETTS.

Boston (Mass.) *American Kitchen Magazine* (2).—For advertisers who wish to reach the buying class of women we are especially well adapted. For strictly household articles our magazine is unequalled, when returns are considered.

Boston (Mass.) *Sacred Heart Review* (2).—When making up lists for your clients or estimating on lists which they have made up, you will make no mistake in recommending that they use the *Sacred Heart Review*. In the first place, they can not cover New England thoroughly without using a Catholic publication, as over twenty-five per cent of the population are Catholics, and in using the Catholic publications it should be their endeavor, as well as yours, to select the best and most influential. We claim the *Sacred Heart Review* covers that ground and we believe the facts would prove us to be correct.

Lowell (Mass.) *Sun* (1).—The *Sun* has a larger circulation than any two papers published in Lowell. The *Sun* is the only Lowell paper that furnishes a detailed sworn statement of its daily circulation. The *Sun* is the original member of the Associated Press in Lowell. It is the only local paper with a complete art department. It is issued from its own building and printed on the fastest web press in the city.

## MINNESOTA.

Minneapolis (Minn.) *Farm, Stock and Home* (1).—Has the perfect confidence of its readers, and its indorsement of your goods is worth money, because no unreliable or fake advertisements can break into its columns. It is bought, paid for and read—not sent gratuitously to remain dead in post-offices all over the Northwest. More money is spent in editorial matter and in getting subscribers than is spent in obtaining advertising, yet its columns are always full of clean advertising. Its mailing list, press and paper bills and postage receipts are always open to the inspection of advertisers or their representatives. No circulation claim made that can not be substantiated. Present circulation over 34,000.

Minneapolis (Minn.) *Tidende* (1).—The sworn average circulation of the *Weekly Tidende* from January 1 to June 30, 1898, was 26,840. The present circulation is over 27,000 copies.

## NEBRASKA.

Lincoln (Neb.) *Nebraska Independent* (1).—Frank D. Eager, being first duly sworn, deposes and says: That he is the proprietor of the *Nebraska Independent*, a weekly newspaper published in the city of Lincoln, in Lancaster County, Nebraska; that he has access to and has examined the books and records of the said *Nebraska Independent* for the one



month period beginning March 1, 1898, and ending March 31, 1898; that he knows that the books and records examined by him were and are the books and records of the said *Nebraska Independent*, and that he knows them to be correct; that the average number of complete copies of the said *Nebraska Independent* newspaper printed and distributed each week during the period named above was nine thousand, eight hundred and ten (9,810). Affiant says further that the publication of the said newspaper was begun in June, 1889, that it has been published continuously and regularly since that date; that it is now in the ninth year of its existence. Frank D. Eager. Subscribed to in my presence and sworn to before me this twelfth day of April, 1898. Wm. B. Price, Notary Public.

## NEW JERSEY.

Newark (N. J.) *Advertiser* (1).—Since the *Daily Advertiser's* change in price to one cent, with its improved methods of distribution, the circulation has more than doubled, and continues to move steadily upward. The advertiser will therefore readily see that as a medium to reach every variety of reader in Newark and New Jersey it has no superior. Our weekly, the *Sentinel of Freedom*, has now a guaranteed circulation of more than ten thousand. This circulation is distributed almost entirely in New Jersey, among readers whose patronage the city merchant desires to solicit.

Trenton (N. J.) *Sunday Advertiser* (1).—Circulation 9,500. One of the best advertising mediums in New Jersey.

## NEW YORK.

Buffalo (N. Y.) *Christian Uplook* (1).—Forty-eight years old is the *Christian Uplook*, the new series of the Buffalo *Christian Advocate*, founded in 1850. But the *Christian Uplook* offers advertisers something more than age. The *Christian Uplook* has 12,000 circulation and is the leading religious weekly of the Methodist Episcopal Church throughout Western and Central New York State and Northwestern Pennsylvania. Advertising cost and copy of paper furnished upon application.

New York (N. Y.) *World* (1).—Paid Uncle Sam \$68,700.24 for postage on its newspaper mail in 1897—the largest sum ever paid by any publication.

Utica (N. Y.) *Observer* (1).—Aggregate circulation over 18,000.

## NORTH CAROLINA.

Siler City (N. C.) *Messenger* (1).—Largest actual circulation of any paper published in Chatham County, and home print and independent in all things.

Wilmington (N. C.) *Morning Star* (1).—Is the oldest daily newspaper in North Carolina, and never since its first issue has there been any change of name, proprietorship or editorial management. It has a much larger guaranteed regular bona fide circulation than any other daily newspaper published in Wilmington.

## OHIO.

Cleveland (O.) *World* (1).—Guarantees advertisers a circulation of 30,000 daily and 25,000 on Sunday among a desirable class of readers in the city of Cleveland and immediate vicinity. Rates low and results satisfactory. The *World* refers to any Cleveland bank or merchant as to its standing and influence in the community where it is published and circulated. Republican in principle—independent in action.

Columbus (O.) *Press-Post* (2).—At the present time we are averaging over 25,000 copies daily bona fide paid circulation. This we believe is greater than all other dailies in Columbus combined, including the German papers. The daily *Press-Post* reaches all the towns and cities in the State of Ohio, excluding Cincinnati, Cleveland and Toledo, and is constantly

increasing in circulation in each one of these places.

Mansfield (Ohio) *News* (1).—Is issued daily, Sunday and semi-weekly, and has more than double the sworn circulation of any Mansfield paper. It accepts no objectionable advertising and is distinctively the people's home paper.

Mount Vernon (Ohio) *Republican* (1).—Larger circulation than all other papers in Knox County combined.

Springfield (O.) *Democrat* (1).—Daily *Democrat*, largest circulation in Springfield. Weekly *Democrat* and *Transcript*, fourth largest Democratic circulation in Ohio.

Springfield (Ohio) *Farm and Fireside* (1).—Has the reputation of paying advertisers a larger profit than any other agricultural journal. It has been known to bring an advertiser over 20,000 replies in a month, and is easily monarch of the world's rural press, with an average circulation of 335,350 copies per issue for past three months. Try it for big returns.

Springfield (O.) *Farm News* (1).—The leader among the monthly agricultural publications in America.

Springfield (O.) *How to Grow Flowers* (1).—*How to Grow Flowers* is one of the very best of the higher class of "mail order" advertising mediums. It ranks with *Munsey's*, *McClure's*, *The Woman's Home Companion* and the *Ladies' Home Journal*—a fact to which the character of its continuous advertising patronage bears witness. The actual average circulation of *How to Grow Flowers*, the only high-class publication devoted to popular floriculture, was in excess of 113,000 copies per issue for the first five months of 1898.

Toledo (Ohio) *Blade* (1).—Daily circulation now 24,017, weekly circulation 175,000. Both the daily and weekly editions have made a remarkable increase during the past year. During my management of the *Toledo Blade* (which covers a period of twenty-two years), its circulation has never been misrepresented. A majority of the leading advertisers, therefore, have confidence in our published statements. I will be pleased to estimate for any advertiser who desires the best daily in Toledo or the best weekly in the United States. F. T. Lane, Secretary and Treasurer the Toledo Blade Co., April 25, 1898.

Toledo (Ohio) *Blade* (3).—The *Blade* is like the \$1 denomination of bills—it has a greater circulation than any other, and it is worth the money every time. Advertisers know that the paper with the greatest number of readers, and those of the class who buy, makes the best possible advertising medium. The *Blade* possesses these requisites. Its circulation is not only the largest among Toledo dailies, but it is greater than that of all others combined. It goes into the homes of the people, and is read by the household. It is the great family paper of Toledo.

Wooster (Ohio) *Republican* (1).—The only daily in Wayne County. Actual average circulation, 764. The oldest weekly in Wayne County. Actual average circulation, 2,143.

## SOUTH CAROLINA.

Columbia (S. C.) *State* (1).—Has the largest mail circulation in the Carolinas.

## SOUTH DAKOTA.

Sioux Falls (S. D.) *Argus-Leader* (1).—Is the only paper in South Dakota printing more than one edition daily. It prints three editions daily, with full Associated Press reports and special war news service. Maintains a large corps of State correspondents. Has double the circulation daily of any rival in the State, either in Sioux Falls or outside.

## PENNSYLVANIA.

Philadelphia (Pa.) *Household Journal* (1).—Reaches 185,000 homes monthly in every section of the United States.



UNCLE SAM AS A SELLER.

Chief Austin, of the Bureau of Statistics, says: There is not a country, indeed scarcely a spot in the civilized portions of the globe, which has not been a customer of the United States this year. From the United Kingdom, whose total purchases for the year are nearly six hundred million dollars, down to Paraguay with a total of less than one thousand dollars, the continents, countries and the islands of the earth have purchased of the plenteous supplies which the United States has been able to offer to the world in this greatest year of her commerce. To the United Kingdom the exports for eleven months were \$501,756,263, against \$452,926,890 in the corresponding months of the preceding year. Germany came next as a purchaser, our total sales to that country being \$143,416,065, against \$116,881,478 last year. To France we exported \$87,012,841 in the eleven months, against \$54,575,298 in the corresponding months of the preceding year. Next came British North America with purchases amounting to \$76,100,414, against only \$59,676,594; then Netherlands with \$59,733,226, against \$46,436,034 last year; then Belgium with \$44,006,379, against \$30,469,416 last year; Italy, \$21,849,377, against \$20,206,301 last year; Mexico, \$19,304,687, against \$21,396,395 last year; Japan, \$19,260,415, against \$12,466,433 last year; British Australasia, \$14,213,606, against \$16,107,092 last year; Brazil, \$12,694,163, against \$11,413,345 last year; Denmark, \$11,604,578, against \$9,627,047; British Africa, \$10,953,954, against \$12,216,080; Spain, \$10,103,809, against \$10,208,637, and China, \$9,236,727, against \$10,581,919 last year, while none of the other countries of the world reached the \$10,000,000 line in the eleven months whose record is now complete. Our purchases abroad are much less than those of last year, being for the eleven months, \$583,770,932, against \$679,547,391.

THEY WANT THE SPECIALIST.

This is the age of the specialist. He is the man who succeeds in statesmanship, the professions, art, science and the field of invention. He does not scatter or dissipate his strength by trying to cover too much territory. He goes straight to the mark, fits himself thoroughly for one line of work and is always in demand. All his energies and abilities are concentrated to the settlement of a single and worthy purpose. The day of the universal genius is past. The man who can succeed by running a grocery, an undertaker's establishment, a livery stable, and serve as justice of the peace while practicing law, is out of business. The jack of all trades, running the industrial gamut from the mending of umbrellas to the painting of church spires, has ceased to be in demand. Wise men have decided that they can not do two things at once and do them well, let alone trying to do half a dozen or more. Wise employers of men have reached the same conclusion. They want the specialist; the man who has all his energies and all his powers behind his undertakings. Fix your course and stick to it—give your talents a chance to act in union behind a single definite purpose. Allow nothing to divert you, and keep in mind that every attempt to spread out means weakness and the imminent danger of failure.—*The Bookkeeper.*

GREAT OPPORTUNITY WASTED.

"You are trying to introduce a new brand of five-cent cigars, aren't you?"

"Yes."

"Why don't you go to those fellows who write war bulletins on the big blackboards and see if you can't rent the backs of their coats for advertising purposes?"—*Chicago Tribune.*

SOME APPARENT INCONSISTENCIES.

The Pawtucket (R. I.) *Times* will insert seven agate lines every day for one year for \$26, but wants \$87.52 net for inserting a four-line advertisement for the same period. The Providence *Telegram*, with more than twice the circulation of the *Times*, charges \$49.92 for the service for which the *Times* demands \$87.52.

FOR SALE.

CLEAR Havana Cigars, \$5.50 per hundred, at Parkinson's Cigar Store, 2191 7th Ave.

R-I-P-A-N-S. 10 for 5 cents at druggists. They banish pain and prolong life. One gives relief.

Above are two advertisements intended for insertion in the New York *Evening Telegram*. The first costs 30 cents a day or \$93.60 a year, but for the other \$124.80 will be demanded. The people in charge of the down-town office of the *Telegram* do not see the difference, but to the people in charge of the main office up-town it is plain as a pikestaff. The representative of the *Telegram* explains that while he has no doubt R-I-P-A-N-S would have as soothing an effect as a cigar, yet that was a rule of the paper which could not be deviated from, but just what the rule was he didn't seem to know—exactly.

JOURNALISM IN MASSACHUSETTS.

"The largest subscription circulation in Lowell," says one newspaper about itself. "The largest circulation in Lowell," says another.

"A larger circulation than any two Lowell papers," is the way it is put by still another.

The *Citizen* believes each of the above statements to be misleading and without foundation, and that its circulation in the homes of Lowell is larger than any other.—*Lowell, Mass., Citizen, July 6, 1898.*



Medicine

If large advertisers of proprietary remedies will correspond with us, we will tell them our prices for writing and illustrating medical advertising, and send samples to show what to expect for their money.

MOSES & HELM,

111 Nassau Street, New York City.

**ARRANGED BY STATES.****GEORGIA.**

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

**SOUTH CAROLINA.**

**THE COLUMBIA REGISTER**—daily and weekly —is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

**TENNESSEE.**

**CRABTREE'S FARM AND TRADE**, Chattanooga, Tenn., goes into over 17,000 of the best country homes in the richest section of the South. If you want to reach the best buyers, try an advertisement in the best farmers' paper in the South. It is read from cover to cover. Sample copy and advertising rates upon application. **W. R. CRABTREE**, publisher.

**WISCONSIN.**

**THE WISCONSIN AGRICULTURIST**, Racine, Wis., is the only English general farm paper printed in the State. Reaches more prosperous Wisconsin farmers than all others.

**Displayed Advertisements.**

Must be handed in one week in advance.

## THE Arizona Republican.

**A MODERN NEWSPAPER.**

**HAS NO RIVAL IN THE GREAT SOUTHWEST.**

It is printed every day in the year at Phoenix, the liveliest town of its class in the United States.

For particulars see

**H. D. LA COSTE,**  
38 PARK ROW, NEW YORK.

# The Detroit Suns

Write for our Special  
Summer Rates.

We aim to give our patrons a fair  
exchange for your money.

**DETROIT SUNS, DETROIT,  
MICHIGAN**

**WANTED.**—Case of bad health that **RIPAN'S** will not benefit. Send 5 cents to **Ripans Chemical Co.**, New York, for 10 samples and 1,000 testimonials.

**THE EVENING CALL**

LAFAYETTE, INDIANA,

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

"CHILDREN HAVE MOTHERS"

## BABYLAND LITTLE MEN AND WOMEN

Monthly Circulation, **20,500 Copies**

and every copy reaches the mother of a little child. Young mothers are home-makers, they are the best buyers in the world.

**WILL YOU TALK TO THEM  
THROUGH OUR PAGES?**

CHAS. E. GRAFF, Publisher,  
100 William St., New York.

"CHILDREN HAVE MOTHERS."

## The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

## THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES  
OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

**The Cycling West Publishing Co.**

BOX 133.

DENVER, COL.

# Colman's Rural World

St. Louis, Mo.

For half a century the **Rural World** has been the leading Agricultural and Live Stock Journal of the Mississippi and Missouri Valleys. It is a **Strictly Legitimate Farm and Live Stock Publication**, with no side issues of any character whatever.

No Land Schemes,  
No Sewing Machines,  
No Patterns,  
No Coupons,  
No Seeds,  
No Merchandise of any  
kind to sell,  
No House Organ,  
Not in the Book Publish-  
ing Business.

In fact, we have nothing to sell but advertising space at fair and equitable rates. The **Rural World** is one of the very few strictly legitimate farm papers in the United States.

Stock Breeders are partial to the **Rural World**, as it brings results.

Rates and Sample Copy  
Free  
Upon Application.

## Circulation That is Circulation

Sample copies and papers sent year after year to a list of names who have once been subscribers, since paid or not, is by some publishers called circulation.

**Farm-Poultry** claims that circulation means only those copies which are bought and paid for by the year or from newsdealers each issue. Such bona fide circulation is all you are asked to pay for when you advertise in **Farm-Poultry**. The character of the paper is high; its influence among readers is large because it contains practical, helpful matter.

## FARM-POULTRY

Goes into families; is read extensively by women. There're all advertisements that appeal to family wants can be profitably placed in it to good advantage.

It is published semi-monthly. Forms close the 5th and 20th of each month. Sample and rates sent on application to.

**I. S. JOHNSON & CO.,**

22 Custom House Street, Boston, Mass.

THE  
WESTERN  
PLOWMAN  
REACHES  
THE FARMER  
GUARANTEED  
CIRCULATION  
OVER 33000  
FALL  
ADVERTISING  
PAYS  
WESTERN  
PLOWMAN  
CHICAGO.

# THE ARGUS

ALBANY, N. Y.

**Largest, Brightest  
and Best Newspaper  
published in  
the Capital City.**

**RATES AND SAMPLE COPIES ON  
APPLICATION.**

**JAMES C. FARRELL,**  
Manager.

**IT LEADS  
ALL RIVALS.**

THE VANCOUVER (B. C.)

# WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample  
Copy  
and Rate Card.

Address  
**THE WORLD,**  
VANCOUVER, B. C.

## Daily Newspapers For Sale

A company printing a morning and evening paper with both Associated Press franchises desires to sell its stock.

**BOTH Papers are on a Paying Basis,  
Free from Debt.**

**\$25,000 INVOLVED IN DEAL.**

Equipment includes Web press, leased linotype machines, stereotyping outfit, electric motor, advertising type, etc. Location is good—city with a fine tributary field.

Present stockholders have good reasons for retiring; will retain minority interest if desired. Address

**A. H. STACK,**  
Marquette Building, Chicago, Ill.

ONE TRIAL BRINGS RESULTS.

## THE HARTFORD TIMES

with its circulation of

**15,000 Daily and  
7,700 Semi-Weekly**

will take care of Connecticut for you.

The Times is recognized as the best advertising medium in Southern New England.

When figured in proportion to actual circulation, The Times' advertising rates are 50 per cent lower than any other Hartford paper.

Send for Sample  
Copy  
and Rate Card.

Address  
**THE TIMES,**  
HARTFORD, CONN.

## The Daily Republican

Phoenixville, Penn.

The only daily newspaper in a town of ten thousand and in a community (within a radius of ten miles) of fifty thousand. U. S. Department of Agriculture reports say that this community is the richest in the United States.

For guaranteed circulation rating and description, see American Newspaper Directory.

## The Daily Republican

Phoenixville, Penn.

## A Guaranteed Paid Circulation of 25,000 Copies Weekly

wholly among farmers, is what makes the Bangor, Me., **Weekly COMMERCIAL FARMER AND VILLAGER** one of the strongest possibilities for **agricultural advertisers** in New England. It is the most successful weekly paper ever published in Maine.

If you want the best results, put your advertisement in a successful paper.

*J. P. BASS & CO., Publishers,*  
BANGOR, MAINE.

PERRY LUKENS, Jr., N.Y. Representative, Tribune Bldg., New York.

# The Nickell Magazine

in four months increased its circulation 25,000 and its paid advertising from 2,520 to 3,780 lines.

## A Paying Medium

NICKELL MAGAZINE,  
4 Alden Court,  
Boston, Mass.

## Toledo Daily News

circulation guaranteed to be larger  
than any other Toledo daily.

For advertising rates and sample copies address  
THE NEWS, Toledo, O.

## THE WAR WITH SPAIN

Has Caused a Big Boom  
In Newspaper Circulation.

## The Troy Northern Budget

Is in the front rank of the big newspapers of New York State.  
Advertisers and others like and patronize it because  
it excels in circulation and merit.

IT IS AN IDEAL FAMILY NEWSPAPER,  
AND A GREAT FAVORITE WITH ADVERTISERS.

Wide-awake, Clean, Progressive, excellently  
equipped and thoroughly up to date in its news  
and special features, it commands a striking  
position in the newspaper field.

Established  
1797.

C. L. MAC ARTHUR & SON, Proprietors,  
TROY, N. Y.



## MEDICINE ADVERTISING

The wealthy live high and send for the doctor; but there's hardly a family among the great middle class of people throughout the country but has a dollar for some favorite proprietary remedy.

C. I. Hood & Co., Scott & Bowne, Lydia Pinkham and J. C. Ayer Co. made their money by an understanding of this fact. They are all users of the

**VICKERY & HILL** Home Publications.

These are The American Woman and the Vickery & Hill List (Good Stories, Happy Hours, Fireside Visitor and Hearth and Home.)

**Combined Circulation Two Millions Monthly.**

DESIGNED BY CHARLES AUSTIN BATES, NEW YORK.

# That "Ripans" Card!



We Designed and Lithographed It.

Here is what the Ripans Chemical Co. say about it in a circular letter to Druggists.

THE RIPANS CHEMICAL CO.  
10 SPRUCE STREET.

NEW YORK, May 19, 1898.

TO THE DRUGGIST:

We have been advertising Ripans Tabules in the papers and street cars of your city and judging from the orders received from jobbers in your vicinity the goods must be selling.

The last street car card we had printed is an unusually attractive one and the druggists of New York, Brooklyn and Jersey City seem glad to procure one or two of them for display in the store windows or interior. You may have seen the card. It is 11x21 inches in size, printed in seven colors, and the inclosed half-tone shows the style. There is no printing on the card, save the single word R·I·P·A·N·S. If you wish the card you may obtain one or more by sending to Messrs. Kissam & Company, who have charge of supplying the cards to the street cars. Their offices are at 458-460 Temple Court, Minneapolis, Minn.

We are, very truly yours,

THE RIPANS CHEMICAL CO.

If you want bold, effective designs combined with thoroughly artistic Lithographing or Printing, it will pay you to correspond with us.



The Gibbs  
and Williams Co.

18-20 Oak St., N. Y.





THE LARGEST AND BEST  
FIVE-CENT MAGAZINE ❧❧

Each number is worth  
double the cost price—  
128 pages for only 5c.

# The Half Hour

Complete Stories, Poems, Serial  
Stories, Editorial Comments, Cor-  
respondents' Department, Music  
and fine Illustrations.

No cheap magazine gives adver-  
tisers as large return.

Make your contracts now and  
secure the benefits of the exceed-  
ingly low rates.

Advertising agents will quote you  
prices, or address us.

Copies of the "HALF HOUR"  
on all news-stands.

Send for Sample Copy.

**George Munro's Sons,**

17 to 21 Vandewater St., New York.

**Akron,**  
 Beacon-Journal.  
**Ashtabula,**  
 Beacon.  
**Bellefontaine,**  
 Index.  
**Bucyrus,**  
 Telegraph.  
**Cambridge,**  
 Jeffersonian.  
**Defiance,**  
 Republican-Express.  
**East Liverpool,**  
 Crisis.  
**Findlay,**  
 Republican.  
**Gallipolis,**  
 Journal.  
**Hamilton,**  
 Republican-News.  
**Ironton,**  
 Irontonian.  
**Kenton,**  
 News.  
**Lancaster,**  
 Eagle.  
**Lima,**  
 Times-Democrat.  
**Mansfield,**  
 News.  
**Marietta,**  
 Register.  
**Marion,**  
 Star.  
**Massillon,**  
 Independent.  
**Mt. Vernon,**  
 News.  
**Newark,**  
 Tribune.  
**Norwalk,**  
 Reflector.  
**Piqua,**  
 Call.

# THE Select List OF Ohio Dailies

will carry your advertisement to more homes for the same amount of money than you could possibly reach by random advertising. Correspond with this list of papers for rates. They are the cream of the State.

**Portsmouth,**  
 Times.

**Salem,**  
 News.

**Sandusky,**  
 Register.

**Sydney,**  
 Democrat-News.

**Springfield,**  
 Republic-Times.

**Warren,**  
 Chronicle.

**Wooster,**  
 Republican.

**Xenia,**  
 Gazette and Torchlight.

**Youngstown,**  
 Vindicator.

**Zanesville,**  
 Courier.

Possessing all the virtues attributed  
to the finest toilet soap, and none  
of soap's defects,

# CUTELIX

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is confidently recommended to persons who appreciate the importance of keeping the skin clean, and recognize the danger of clogging the pores with soap grease.

At Druggists,

or a bottle will be sent by express  
on receipt of thirty cents (five cents  
to pay for packing).



CUTELIX COMPANY,  
253 Broadway, N. Y.

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

There are some odd, affected ways of saying things that sometimes seem to have a good effect because they attract attention for a minute, and because they tell the story. You might say they do good in spite of themselves. The expression "Double Worths" is not a very sensible one. Nevertheless most bargain hunters know about what it means, and it is likely to attract them if the "double worths" are actually there.

### DOUBLE WORTHS

In House Gowns. Double Worths! Some are nearly quadruple. You'll not often see \$35 Gowns marked at \$10. Yet here they are—the clear-up of a dozen different styles of high grade Silk and Cashmere Tea Gowns and Cashmere and French Flannel House Dresses, with magnificent trimmings of lace and ribbon. The cheapest in the lot was \$20, and many are worth up to \$35.

**JONES & BROWN,**

25 Water Street.

*For a Druggist.*

Our own preparations are safe to follow. When they fail to give satisfaction we hand you back your money. Does the patent medicine maker do this?

### CELERY SARSAPARILLA

purifies the blood and gives a healthful tone to the nerves. It never falters in its work from January to January. Try it.:

50c. \$1.00 per bottle.

### DELIGHTFUL SODA

For perfect quality try our soda. We do all we can to make your visit to our fountain worth your while. Neat clerks will serve you correctly.

Here is an example of an ad that while it may not bring very large immediate results it is yet good advertising to do. Many a man who reads this has no idea of wanting a hack the same day, nor the next, nor the day after, but it fixes in his mind the idea that when he does want a hack Hitch Brothers is the place to get it.

### WANT A HACK?

When you or your friends are in a hurry for a hack or any other conveyance, day or night, call on us and we'll fix you with the best service for little money. Fast horses, strongly built conveyances, sober and careful drivers. We are patronized by the best people because we give the best service.

**HITCH BROS.,**

46 Walter Street.

### Bug Killers

This is the time to get at the bugs. Get at them good and strong now, and you will rid yourself of them for the season. We have all kinds of bug killers. Naphthaline, for moths. White Hellebore and Slug Killer for currant and rose bush worms. Magic Fluid for bedbugs. Barnard's, Force's and Cassar's and Peterman's Exterminators for Roaches. Buffaline, for buffalo moths.

**PAGE & CO.,**

**PRESCRIPTION DRUGGISTS,**

140 MAIN ST.

"If it comes from Page's  
it's good."

### In Regal Style! We Lead the Line!

All Former Low-Price Records  
Smashed Right in the Heart of the  
Season.

Brown's—

## What Makes a Man

More miserable than an ill-fitting, uncomfortable hat during this hot weather? We can fit your head as well as your pocket-book, and make you forget the heat with one of our light weight Straws.

**\$1.00 to \$2.50.**

**NOTMAN'S**  
25 East St.

*For a Newspaper.*

*To the Business Man:*

## Don't Quit in Summer

Do you realize the importance of placing your wares daily before the public, no matter what the season is? There are always customers to be secured by an attractive announcement of what you have to sell with prices. There is no way in which you can reach so many people for so little money as through the evening papers. They go into the homes and are read by every member of the household.

**Put it in The News.**

Don't put a mourning border around your ads unless you're an undertaker. This ice ad doesn't look nearly so frigid and attractive as it might be made with a different border.

Order Your Summer Supply of  
PURE LAKE

# ICE

FROM  
**HOUGHTON, FRENCH & CO.**  
FOOT DUBOIS ST.

BOTH PHONES 3888.

A correspondent in Danbury, Ct., sends me the following shirt ad upon which he asks my criticism and suggestion.

*By A. W. Thompson.*

## Satisfactory Shirts.

That's the kind of shirts we sell here. Satisfactory in that they look well, wear well and fit well. Hold their color too. In patterns that are up to date and stylish, without being loud. "Warm" effects too. We have them in colorings to suit all tastes.

**DRESS OR NEGLIGEE**

**50c. to \$3.00.**

**HABER, DASHER & CO.**

**200 Broadway.**

The principal criticism I would make on this ad is that it is too general. It is not definite enough. Almost everybody who has shirts to sell declares that they are "satisfactory"; that they "look well, wear well, fit well." Now why not make a specialty of shirts with short bosoms that won't double up and stick into a man's stomach and make him miserable on a hot day; and advertise this? Why not make a specialty of reinforced button-holes in the neck band that won't give out and tear to pieces long before the rest of the shirt goes; and advertise this? Why not make a specialty of shirts with arms of a reasonable, moderate length and not stretched out as if they were intended to fit a gorilla; and make an ad of this? In short why not make a specialty of shirts to fit men instead of dime museum freaks, as most of the ready-made shirts seem to be intended for?

If some shirt seller would manage to give this kind of particular shirt satisfaction and advertise it definitely there are several men who would appreciate it; and if you get to the point that such shirts are not produced ready-made, then "satisfactory" shirts are not produced ready-made and any ad that says so is a lie. If you are going to lie in your ads better tell some sort of a definite, plausible, understandable lie. But the best way is to make the shirts right.

## A Top Notcher.

Ten cents ought to buy a good cigar even in these war times, and it will buy a Top-Notcher of a smoke if you call for

**The Brinton.**

**WALTER S. WALES,**  
MANUFACTURER.

## March Right On


Go from store to store, examine goods then price them. After you have been all around you'll find you can buy **Best and Cheapest** here. We don't sell flimsy, shoddy goods. Following are a few of our special Carnival Bargains:

*Prices.*

**HARP & CO.**

**Wells and Water Streets.**

**SURPRISE SALE No. 31.**  
EXTRA QUALITY 71 CENT NIGHT ROBES FOR 37 CENTS



**37c.**

ON SALE SATURDAY ONLY  
JANUARY 10th 11th 12th 13th 14th 15th 16th 17th 18th 19th 20th 21st 22nd 23rd 24th 25th 26th 27th 28th 29th 30th 31st

**THE MODEL, S.S. Carter, Fashions and More.**

## Chicken Sandwiches,

all chicken, too. No veal or pork mixed with these. We prepare the chicken for them and we know. Try them.

**Snow's Lunch,**

132 Main St.

*For a Newspaper.*

Not all are of a warlike mood  
And seek the victor's crown;  
For **News Want Ads** will bring  
them jobs  
And keep them safe in town.

**Put it in The News.**

**Shoes for  
Cycling a  
Specialty.**

## Human Vanity

Sometimes puts a pair of feet into Shoes which pinch and burn like the barbarous rack of torment used ages ago; but Shoes bought of

**BOLTON & TIGHE**

Are modern, soft, pliable, stylish and **low in price.** We carry all the latest novelties in Shoes—shapes, fancy uppers and all that. You ought yourself pay a visit to

**THE LITTLE SHOE STORE**

320 Massachusetts Ave.

*For a Fish Market or Other Business.*

## EVERY MAN TO HIS SPECIALTY

We make a specialty of selling Meat and Fish, the best the market affords. To-day's specials are Delaware Shad, Halibut, Smelts, Pompano, Sea Trout, Striped Bass and White Fish. Oysters in the shell are opened. Fine large Clams for baking or roasting.

**J. B. SICKEL & CO.,**

Telephone 1039. 554 Ward St.

# Another Prodigal Returned

Office of  
THE EDUCATIONAL INDEPENDENT.

PRINTERS INK JONSON,

8 Spruce Street, New York City.

EDINBORO, Pa., July 2, 1898.

DEAR SIR—For several years we have bought our ink from you. We have occasionally been led off by the representations of salesmen of other firms but always get back to you, because we find your ink more satisfactory than any other we can get. We inclose check for \$5 and ask you to ship us by freight (Erie Dispatch to Cambridge Springs Station, Pa.) 100 lbs. news ink, **just the same as the last.** Yours very truly,

THE EDINBORO PUBLISHING CO.

Several of my old customers have returned to me within the past year, and every one of them has made a statement same as the above. The ink salesmen find it rather hard to sell goods nowadays, and are willing to take orders at any price, but it is impossible for the manufacturers to give inks equal to mine and pay salary and expenses of travelers, as well as assuming the risk of getting paid for the goods. In my case, I employ no agents nor assume any risks. If the cash is not sent with the order the goods never leave my place. When they are not found satisfactory, I refund the money and pay all charges for transportation. My news inks are sold as follows:

500-lb. barrels.....	\$20.00
250-lb. kegs.....	11.25
100-lb. ".....	5.00
50-lb. ".....	2.75
25-lb. ".....	1.50

My job inks are the finest in the land and are sold at 25 cents a  $\frac{1}{4}$ -lb. can. Carmines, Bronze Reds and Fine Purples are sold at 50 cents a  $\frac{1}{4}$ -lb. can.

Send for my price list and printed specimens. Address

**PRINTERS INK JONSON, 8 Spruce St., New York.**

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Nissen & Jacobsen of Clinton, Iowa, send me a circular which they used to advertise the opening of their store.

The circular is full of pictures and prices, and if the prices were low and the circulars well distributed they ought to have produced good results.

There is about a yard of talk down the center of the pages, most of which might profitably have been left out. The start of this talk is the following quotation:

"If a man can write a better book, preach a better sermon or make a better mouse-trap than his neighbor, though he build his house in the woods, the world will make a beaten track to his door."—*Emerson*.

It is a good thing there is a mouse-trap in this quotation, because the intelligent man who reads it is likely to say "rats." The world isn't digging around in the woods after anything or anybody. If a man can make a better mouse-trap than any one else he would better hunt up the largest town in his vicinity, get into the most conspicuous spot in the market place, wave that mouse-trap around his head and tell people about it. He will have to do something of that sort if he wants to sell mouse-traps. He will have to get on to the track that the world has already beaten if he expects to get the world's attention and money.

If you want to do business with people you must go where people are. What you have may be worth a great deal more than anything else in its line, but if you don't let people know it, it doesn't exist for them. Letting the people know the facts about your product is just as necessary a part of the production as the raw material, or the labor of working it, or its transportation to the market.

The man in the woods may preach sermons to the squirrels until he is black in the face and the people will never know anything about him, and he will never do anybody any good.

The preacher of less ability who hires an opera house in a large city and advertises his sermons in the daily papers will not only do a great deal

more good to the world at large but he will make a good deal of money for himself.

Emerson was entirely too fine for daily wear and what he didn't know about the trials and tribulations of business men would make a good many more books than he ever wrote.

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I have always believed the time would come when lawyers generally would advertise and doctors as well.

I have often been asked how a lawyer should advertise himself. When a lawyer is willing to set aside the ethics of his profession and depart from the customary card which he is allowed to put in the paper, what ought he to do to build up a practice in the columns of the daily newspapers?

Here is what one attorney thinks is the right way:

**A** lawyer who conserves the interests of his clients, saves them most and so counsels as to keep them out of court whenever possible without loss, and who is

**Successful** because qualified by training and experience to accomplish these ends; a

**Lawyer** who rarely loses his contested cases because possessing the indefatigable industry required to exhaust legal authorities and organize his evidence,

**Discourages** fruitless contentions and expensive lawsuits, only resorting to

**Litigation** in the last extreme and when the law and the evidence sustain him. You want such a lawyer whether to try a lawsuit or draw a contract.

E. H. WRIGHT, L. L. B.

Attorney at Law,

Weyh Building, ATTORNEY, S. D.

You will notice that the display lines make the expression, "A Successful Lawyer Discourages Litigation."

The sense of this ad has been partially spoiled in the attempt to make these words read in with the text in smaller type. This ad would have been one hundred per cent better if it had been headed frankly and simply, "A Successful Lawyer Discourages Litigation," and then a talk had been made on this subject without any word twisting or altering of the sense to make these words fit into the text.



The line of argument to be followed should be the same as in the case of a dentist: You ought to go to a dentist to have your teeth kept from decaying instead of waiting until after they have become decayed. You ought to put your affairs in the hands of a good lawyer to keep out of litigation instead of waiting until you are in trouble and then rushing to a lawyer to help you out.

I think any lawyer could make a good impression by advertising this one point. He would have more steady business and his clients would be at less expense if they consulted him on the preliminary steps instead of waiting until they were involved and then getting him to extricate them.

It is said that a lawyer's best friend is the man who makes his own will. In a way, this is true of every legal paper. A lawyer can advertise this phase of his business—the fact that he gives advice in all civil processes, and that he will keep his clients out of lawsuits—and he can build up a good business by so doing. He can be just as dignified and self-respecting and ethical as if he followed the old code and merely announced in the papers that he was counselor and attorney-at-law.

With few changes and a little less straining after effect this ad would be a very good lawyer's ad.

“Our ‘400 Series’”; A Treatise on The Gentle Art of Making Your Friends Envious, by Dr. Cummings, is a dainty brochure. I call it a brochure because it is printed on hand-made, deckle-edged paper with rubricated titles, wide margins, and is tied together with red silk cord. I think all this daintiness marks the distinction between the plain, every-day booklet and the brochure.

I can not make out what Mr. Cummings has to do with the Waterloo Wagon Company, of Waterloo, N. Y., whose vehicles this booklet advertises, nor can I guess from reading the book, the meaning of the expression, “Our ‘400 Series.’”

Aside from these mysteries the text is a very good argument in favor of the Glens Falls buckboards, which the company makes. Each page is introduced by a poetical quotation, some of which are very incorrectly quoted. For instance, a page headed “Skilled Workmanship” has the motto, “The

workman is worthy of his hire,” and as there are quotation marks around this I think the author had in mind the word “laborer” instead of “workman.”

I quote this page in full as a sample of the style in which the booklet is written.

### Skilled Workmanship.

“The workman is worthy of his hire.”

It is even more true with skilled workmen who must necessarily be intelligent, else they could not become skilled.

Intelligence necessitates brains—brains command their own wages.

So it must follow that skilled workmen are not low priced, but in the production of our series of Buckboards, which stand at the summit of carriage construction, they are indispensable.

In our Buckboard department our workmen are selected only on the basis of their experience and ability in their respective lines of work.

Waterloo Wagon Company, Ltd.

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“Reasons Why It Pays to Buy Foods in New York” is one of a long series of attractive booklets issued by the Merchants' Association.

This is an association which was organized last year to take every legitimate means of encouraging Western merchants to come to New York to buy their goods. Rates were secured upon all the leading railroads, committees were appointed and everything was done to make the stay of the Western merchant in New York one glad, sweet song.

The association has had printed a large number of pamphlets with gorgeously illuminated covers, covering every line of goods which is sold in New York. This series is called “It Pays to Buy in New York” series.

There is a booklet for each important business group. A panel is left on the back of each booklet where the individual advertising of the wholesale house sending the booklets to its customers can be inserted. These booklets are supplied at cost price to firms that are members of the Merchants' Association, and to them only.

Among the subjects covered by these booklets are foods and grocers' goods, dry goods, fancy goods, millinery goods, women's wear, men's wear, boots and shoes, druggists' goods, china ware, furniture, books and jewelry.

In addition to this literature the Association has gotten out a guide

book to New York, which gives a map of the hotels, and the theaters, and the summer resorts, and a complete description of all the outings to be had about this city.

The booklet about foods, which is sent out as a sample of the booklets in this series, is very tastefully gotten up. It gives statistics showing the amount of food products sold in New York, as compared with the next ranking city in the Union. These figures are interesting if true. For instance, they say that New York handles seventy-two million dollars' worth of coffee, while the city ranking next handles five and a half million dollars' worth, and so on through the book.

The gist of the argument for buying food in New York is contained in the following paragraphs:

"This is the fact that lies beneath:

"American standards of living have advanced immensely of late years, and prosperous America is able to buy 'choice' groceries for the palate as well as 'staple' groceries for the stomach. People who buy to please their taste pay good prices; people who buy to sustain life buy cheap.

"Fancy and foreign groceries, therefore, are the key to the modern grocer's profit. Variety and special grades to win trade, low prices on staples to hold trade.

"The all-important point, then, for the modern grocer to concern himself with is to provide for his customers the most attractive assortment of groceries. It makes little difference where he buys many of his staples if they do not travel needlessly; but in the matter of fancies there is such a wide difference between supply markets, both in selling prices and saleable quality, that the margin would in itself afford a respectable profit on a retail grocer's annual sales. Many grocery merchants in distant parts of the United States have not been accustomed to visit New York to buy their supplies, because a nearer market seems more convenient. It is nevertheless true that in many particulars the New York market offers them very substantial advantages, not only in very much wider range of choice, greater variety of products and substantially lower prices in the various classes of fancy groceries, but also in many staples such as tea, coffee and various domestic food products.

"It is a safe rule that the biggest

market is the best market. This is especially true where large variety is of importance. It is because many kinds of food products from all parts of the world can concentrate most cheaply at New York that New York is the best market for the American buyer."

If this plan of the Merchants' Association is carried out as well as this preliminary matter indicates, it ought to be very successful.

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Farmers are not generally advertisers. At the most an occasional "For Sale" notice in the papers is the greatest extent to which they ever fool with publicity.

I do know one farmer who has an up-to-date farm in a good part of the country which he wants to sell, and who is going to sell it by up-to-date methods. He is sending out a fully illustrated, well written booklet to a long list of names of probable purchasers. He follows this up, at intervals of every three days, with an illustrated postal card emphasizing the points brought out in the booklet. The sale of the farm will not occur until the middle of August, so the result of this advertising can not yet be determined.

In contrast with this, here is the envelope card of an Ohio farmer who appears to be a sort of a character. I do not imagine that this card is much help to him in his business. The quaint platform which occupies the last half of it could be better replaced with some facts about his Bramah eggs and chickens, horses, cattle and sheep, and his maple molasses. Since he believes that money is not the true measuring unit of the world and its happiness, his prices must be very low, but he does not say so.

Here is his card:

If not called for in ten days return to

ALPHONZO YOUNG,

Farmer and Stock Raiser, Marysville, Ohio.

I sell Bramah Eggs and Chickens, Horses, Cattle and Sheep. Also, Maple Molasses for Sale.

The best way to live is to dress and keep the earth; be temperate and very friendly. Money is not the true measuring unit of the world and its happiness.

All roads ought to be straight North, South, East and West. Emigration ought and must be from the towns and cities to the country along these straight roads. The desire must be to make the country pleasant to the eye everywhere and to enjoy the privilege of Electricity, Telephones and Free Mail Delivery.

Man's desire must be to serve and bless his brother, which is anybody he can do good to.

## **ONE EYE WITNESS IS BETTER THAN TEN HEARSAYS.**

That our papers give results is not a matter of hearsay. Hundreds of eye witnesses (advertisers) testify to the fact that the way to get Results is to advertise in

## **Boyce's MONTHLY WEEKLIES**

The monthly has a proved circulation of over 500,000 copies and the weeklies over 600,000; the rate per line in each is \$1.60, no discounts. Come and go as you please. Let your results determine the length of your contract.

**YOURS FOR RESULTS,**

**W. D. BOYCE CO.,**      **Boyce Building,  
CHICAGO.**



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# Still Marching Along.

The circulation of "The New York Journal" is forging ahead just as rapidly as it did before it reached the unprecedented million and a quarter mark. The best advertising medium on earth, because it has the largest circulation at the lowest rates.

## The Journal

W. R. HEARST.

Designed by  
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